

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 81st Street, New York City

VOL. LXXXVI

NEW YORK, FEBRUARY 19, 1914

NO. 8

"ACME QUALITY"

THOSE two words are the trade name and trade mark of a line of paints, enamels, stains and varnishes.

But they have come to mean far more than scientifically compounded mixtures of pigments and their vehicles.

The Acme advertising has shown the home-loving and home-proud housewife of limited means the easily available magic of the paint brush. Thousands of homes throughout the country have been made brighter, more attractive, more tasteful, more sanitary, more enduring, more economically maintained, by the "home missionary work" of Acme Quality.

Many concerns have advertised paint as a product, but the Acme White Lead and Color Works has been a pioneer in advertising paint as a principle.

We count it among the prized privileges of our forty-four years' experience to have assisted in carrying the uplifting message of Acme Quality to American households.



N. W. AYER & SON
Philadelphia

New York

Boston

Chicago

THREE MILLION

people *daily* view the posters on the Subway and Elevated lines of New York and Brooklyn.

This immense total is officially reported by the Public Service Commission. Here is *one* poster proposition with a **KNOWN** circulation—tabulated by a State board.

These sheltered station positions are "In the Light, In Sight, Day and Night." We can prove their high "sales" value by letters from advertisers now using them.

WARD. & GOW

50 Union Square, New York



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Nearby Neglected Markets

By John Chapman

IF a friend or competitor told you that your line wasn't known as far south as the Carolinas you'd resent it, but it's so, for I looked hard and couldn't find a trace of it in Bermuda.

Yes, Bermuda is only as far south as Hatteras, and when you get out your map and see how much nearer it is than a dozen and one small markets that you've been worrying about for a decade you'll wonder with me why you've overlooked it.

Two thousand miles nearer New York than London, the English-made product owns the market, and it's your fault that our only real export product is ordinary tourists and now and then a President. Your fault, because there is no barrier of language, no shipping difficulties or any more red tape than on a parcel post shipment.

Except for the added distance Jamaica is in the same class, an English market solely on account of American neglect. If it was the American manufacturer's policy to pass up small but profitable territory here at home, I wouldn't feel called on to comment, but while my twenty-five years of selling American and English goods have been almost entirely outside the United States, I'm back at headquarters every year or two and know that a merchandising bet isn't overlooked because it involves sales in Muskogee instead of Chicago.

EASY SALES ON FIRST TRIP

When neglect is charged it's up to the man who asserts it to prove

it, so off goes my coat as I wade into the fray.

My first trip to Bermuda was eighteen years ago. I'd just returned from Australasia after establishing a series of agencies for a New York office supply syndicate, and wanted a lay-off and tried to take it.

Of course it ended in my selling goods instead of a vacation, as usual, and I brought back two full order books calling for twenty-seven English and American makers' products. To be sure, only three orders ran to four figures, but the total staggered me because of the ease with which sales were made.

I didn't get to Bermuda again until 1904, when I returned from Europe, where for three years I had been in charge of a sales campaign for a paint house, and, having two weeks to wait while closing several deals, took a flyer, and found to my surprise that again an order book and pencil were 90 per cent of the battle, and that I didn't have to argue much. Again in 1910 (my record trip) I called on the trade, and found, as before, that a salesman for American-made products was still a novelty. This time I opened nearly thirty new accounts on nearly as many lines, ranging from color process presses all the way to knee-length underwear.

Last year I ran down for ten days, and as my time was too limited to more than say thank you, naturally I didn't beat my previous record, as my four working days were in the holidays, but just the same I was given orders enough

to make a total of over \$18,000. So I couldn't call the time wasted.

LITTLE COMPETITION FROM AMERICANS

That record of sales is due to just one thing—absence of competition by salesmen or mail, and above all to the fact that American magazines and mail-order houses have neglected the field, just as have the usually alert manufacturer. Just before I sailed for Brazil I was talking with the export man of a house making a wide range of toilet preparations, and put Bermuda up to him as too good a bet to pass without a chip.

He came back with, "John, I get you, but here's the why—It's a New York and back trip, and our Latin-American men like to take it easy until they are ready to start on the long swing round the southern circle, and the domestic sales manager knows that it's export territory and keeps his hands off. Frankly, I don't encourage him to cover it, because each year I feel sure I'll work in a man some way."

That's the curse of nearby territory, it's neither export nor domestic, and the house loses all the while it is neglected! There's Jamaica that, I'll admit, requires some skill to cover with a salesman carrying only one line. Unless his visit is sandwiched in just right his expenses will hurt the profit column, but if he is timed to go from Santiago, Cuba, to Porto Rico, and stops over a boat in Jamaica, it simplifies matters and makes it a reasonable proposition.

LANGUAGE NO BARRIER

I can't emphasize too heavily that the big advantage for the non-exporting manufacturer in tackling Bermuda and Jamaica lies in the fact that English is the only language used.

Your letters, dealer literature, signs, samples, direction and instruction sheets need neither translation nor revision. It's just a case of getting the names of prospective customers, quoting them at a good profit on regular

sixty-day terms and talking up your sales helps.

Right here I'm going to clear myself of any charges that, while I may sell goods by going there, it doesn't qualify me to pose as an expert on what might happen on mail solicitation.

From 1907 to 1909 I spent in India as manager of the Calcutta and Bombay houses of a big English wholesale paper house, and naturally kept in touch with my good friends via mail. One of these was the foreign sales manager of a Chicago concern, and when he wrote me that they'd taken Canada, Mexico and Cuba away from him, and asked for tips to get quick new mail business, I put Jamaica and Bermuda up to him as I saw them.

Of course he was and is a marvel at letter writing, seems to crawl into the envelope and get his personality across with his first letter; but the United States is a nation of good sales-letter writers when it comes down to cases, and if he could make Bermuda and Jamaica show a \$5,000 clear profit in six months with no previous knowledge of their little peculiarities, you can decide whether it's worth your time, stamps and stationery. I always figure that you can't lose on a mail campaign of this sort, and can turn a shoestring into a shoe trust every now and then, and it has listened right to the few that I've asked to try it.

You remember when the Jamaica earthquake and general fireworks happened back about ten years. Well, here's a little tale which helps prove what I've been trying to express.

A young American, the son of a New England specialty food maker, was down there and wrote his father to ship down a couple of gross of each of their five products as a donation.

A CASE OF EASY BUSINESS

That gift so far as sentiment goes has been forgotten. No attempt was made to capitalize it or follow it up for sales, but when last fall I expressed pleased surprise to learn they were getting

Everybody's Advertising Influence

Have you ever stopped to think what it would cost you to reach Everybody's readers with your advertising if you tried to do it without Everybody's Magazine?

And even if it *were* possible at any cost to reach them in some other way you would still be without the power and prestige that Everybody's possesses in the homes of its readers. Everybody's, as the result of what it publishes, has a peculiarly strong influence with its readers.

This influence is the result of a continuous effort to deserve it and explains Everybody's power as an advertising medium.

Everybody's Magazine

600,000 Average Monthly Net Circulation Guaranteed

\$600 a Page

The Ridgway Company, New York

good business, their general manager (they are not exporters) and I figured up that, from the bread cast on the waters at the time of the disaster, over seventy-five thousand dollars' worth of branded business had resulted without a cent's worth of sales expense or a single letter not in response to an order or inquiry. That shows what a sampling campaign will do for your line!

I've talked with dealers in both Bermuda and Jamaica—they're all English—and asked them just why they didn't buy more in the States. Their replies were surprising, but mighty illuminating, and a composite answer would be something like this: "Quite so. Those bally (yes, they really do say 'bally') Yankees (I was born in Scotland) are so unbusinesslike. Y'know, they think we're all blackies or some such rot. I don't say their goods aren't first-class and all that, but they either answer that they will sell only payment in advance or slobber all over me and try to tell me how to run my business. Queer lot, eh? Quite so."

Behind this composite and disheartening comment there is bedrock of truth which makes it hurt.

We do turn down business with requests for cash with order instead of finding out whether the inquirer is good credit, we do, time after time, and we do use two-cent stamps instead of five ("very unbusinesslike, y'know").

INDISCRETIONS ON CORRESPONDENCE

Here's a few paragraphs that a reputable Hartford firm allowed to get out: "Let us tell you, Messrs. Jackson & Co., right now, that we won't be content till we get your business. Large merchandisers like you mean more to us than you imagine. It is a real favor to us to have an opportunity to write you thus personally, and you'll never regret asking our prices, for we'll treat you right and be grateful for your favors.

"Your wishes are our commands, and if we do wrong in trying to please you tell us so right off and we'll apologize."

If that was a single case it

would mean nothing, but unfortunately many firms trying to break away from cut and dried forms do "slobber," as our English friends put it.

The more dangerous and far more common fault that even the most careful houses here make in writing Jamaica, Bermuda, Canada, and every British colony is in the dominating note which becomes domineering when read by anyone not used to the brusqueness of business letters here. For specific examples here are actual phrases taken from this type of correspondence: "We know that if you will put a sample dozen in your window you'll wake up to find dollars in your pocket"; "Push Ozionors and tell your customers why"; "If you think this is an ordinary business proposition you're mistaken"; "One hundred Chicago dealers took our advice and now are earning profits instead of losses on stoves"; "We've watched and found out just where our dealers have fallen down—write us for 'How to Avoid Costly Mistakes' and save money."

Every single one of these made an enemy and cost a possible sale. If I dared to make a remark about business right here at home I'd doubt their efficacy here; but I can say positively that wherever you find an Englishman he'll get purple in the face at any attempt to tell him that you know more than he does about marketing through him, and he's usually right at that.

SALES HELPS ACCEPTABLE

Don't take this to mean that you can't apply introductory propaganda and sales helps in Bermuda and Jamaica. They're doubly valuable in both because they are the road to ousting English products. Dynamite is a good thing, but not to thrust down a man's throat if you want further business. Seek the dealer's advice and counsel, tell him out and out that you have certain things which some dealers in this country have used thus and so, and have been surprised and pleased with the results. Ask if, with his



The best thing to know
New York is "Columbus Ten
Thousand."

A Yellow Taxicab saves time
—which may be life—in case of



Yellow Taxicab service is
life- and property-insurance.

You and your family and your
property are safe in a Yellow Taxi.
Reason: The cab is of known re-
liability—inspected daily, kept tuned
up to the minute. The driver is an
honest and careful man of known



Get the most value from
our time—Yellow Taxicabs.

Call up Columbus Ten Thousand
and order a Yellow Taxi at your
door at 243.

Then forget it and go back to



Paymasters
Taxicabs
because they know
it safe.



Thorough study of a sub-
ject, together with ability
and a lot of work, inevit-
ably leads to the right sort
of advertising.

May we send you our Two-Minute Litera-
ture about "our kind of service"?

John O Powers Company

Advertising Agents

11 West 25th Street New York



Shopping and
Yellow Taxicab

Special rate for Manhattan
called \$1.50 to get into town
from the suburbs.

Call up Columbus
and say "I
in a few minutes
at your door a
taxicab, through
driver to whom



Taxi is vacuum-
cleaned and disin-

are safe and your
a Yellow Taxi.



Yellow Taxicab Rates

at two-fifths of a mile
with additional fifth
for passenger

our kind of service
travels higher than
but it costs money.
times thoroughly
drivers of known
ting from known
rate certainty and
of taxicab as of



You are safe in a Yellow
Taxicab on snowy, rainy and
slippery streets.

At the first indication of slip-
pery streets, our drivers put on
Wend tire-chains—no danger of
sliding accidents.

You ride comfortably sheltered
in a Yellow Taxicab with full
knowledge that you are perfectly
safe with a competent driver with
a responsible company back of
him.

That's our kind of service.

Yellow Taxicab Company
Call up Columbus Ten Thousand



You can get a Yellow Taxi
on a few minutes' notice.

Call Columbus Ten Thousand
and almost immediately there will
be at your door a Yellow Taxi,
clean and comfortable, in perfect
working order, operated by a
responsible driver with a known
and perfect record for honesty
and carefulness.

A Yellow Taxi will get you
"there - and - back" promptly,
safely, and without taking
chances.

That's our kind of service.

Yellow Taxicab Company
Call up Columbus Ten Thousand



Safety first—in a Yellow
taxicab.

Your wife, your daughters, your
property, your engagements—are
safe in a Yellow Taxicab.

Yellow Taxi drivers are men
of known and perfect record for
honesty, reliability, and carefulness.
They are instructed to drive straight
along but carefully—no speeding, no
quick corner-turning, no trying to
squeeze through narrow places
allowed.

The cabs are inspected and, if
necessary, "tuned up" every day.
Known drivers, known cabs, op-
erated from known places by a
known company.

That's our kind of service.

Yellow Taxicab Company
Call up Columbus Ten Thousand

thorough knowledge of local conditions, he couldn't adopt the suitable and omit anything which wouldn't fit in.

If you do this, and make a practice of letting him actually see and handle your cut-outs, window-trims, price-tickets and sample displays he'll pick out the ones he likes and give them a good, fair trial.

If you make it plain that you can actually use photographs of his store should he display your goods, and that you will pay for the cost of these, and delicately suggest that his own photo will be used in connection with it, he'll never get over thinking you "different but proper," which is just the feeling to create.

Here's a little point, but whenever my persuasive powers have caused it to be used, it has cashed in. Get a standard English dictionary, and when you use "favor," "flavor," "endeavor," put in the "u." "Favour" and other like words may look peculiar to you at first, that's a good proof that "favor" and the rest look peculiar to Mr. Jamaica Dealer, and as such distract his attention from your sales talk and cost business.

Now I'm going to get right down to hard pan, take the most successful mail campaign, including both Bermuda and Jamaica, to pieces, and talk cold facts. This is not history, as it only started in 1912. I have permission to give the methods employed just as they were, naturally changing the product, so let's call it shoe polishes.

FOLLOWED A LOSS FOR A GAIN

To start with, the makers were small in comparison with their competitors here and abroad, had not a cent to waste and were without experience in mail solicitation. Their factory was in Toledo, which can hardly be called an exporter's paradise so far as location goes. They had just one asset—a sincere desire to sell goods at a profit. Their goods were pretty fair—that's all. Their literature was a grade better, if you flattered it. Somewhere they had heard of the fact that our paternal government furnished names of

foreign buyers, and as they had no Spanish or other translated literature, picked out Bermuda, Jamaica and India as being made to fit their case.

They figured out the f. o. b. New York cost, and used their regular (and only) catalogue, simply scaling down their discounts to fit, wrote the United States consuls at each town, thus securing more names and a little advice, worked a form letter and sent out sixty-odd letters. They got only one order!

Here's where their asset of a desire for profits saved them—they were thus far behind and wouldn't quit. In odd hours and nights their combined general manager, treasurer and president sought the reason for the failure, and saw that the first circularization offered nothing to the buyer except a chance to buy without valid reason.

SECOND ATTEMPT SUCCESSFUL

The second attempt ignored all reference to the initial fizzle, and consisted of a series of four letters, each built around the envelope enclosure (they couldn't afford to get up special circulars to fit in with the text of special letters); the first called attention to their reliability, as proved by the testimonial circular enclosed; the second quoted f. o. b. steamer New York prices and made their terms clear, and asked for orders for their "Kippy Kid" dressing, portrayed by a circular in colors; the third, recurring to "Kippy Kid," was accompanied by a sample and a quantity rate special offer made, and the closing letter was devoted to a \$25 assortment, which their one salesman had suggested, and which had fallen flat here.

The total cost of 252 letters, including all enclosures and samples, cost exactly \$24.31, not including the executive's time—total orders \$1,207.50, of which the first thousand came in within three months.

They put back into circulation three hundred dollars flat in newspaper advertising, consumer circularizing, window displays and

The first article by
Theodore Roosevelt
on his experiences as
A Hunter-Naturalist in the
Brazilian Wilderness
will appear in the
April Scribner

It has the same quality of enthusiasm, of wonderful observation, that made his African articles so absorbing, and it covers a totally unknown country. Abundant illustrations by Kermit Roosevelt and other members of the expedition.

ADVERTISING PAGES CLOSE MARCH 1st.

free samples for the dealers, and it was a good investment because it moved the goods.

Up to September 1, 1913, last year's sales on shoe polishes were just over the \$1,800 mark, with no further local advertising except at dealer's expense.

These figures looked small to the imaginative shoe polish president, even if the percentage of profit was terrific on the original investment. Having tasted blood he added, late in 1912, shoes, laces, rubbers, and was the pioneer in introducing parasols and umbrellas as a legitimate shoe side line in both countries.

As the president himself gave me these figures, and from the start kept all tabs himself, I trust them just as I would my order book totals. Even if you discount the short time and lack of facilities and say that these were not a handicap, you've got to admit that \$8,240 sales of these *side lines alone* in less than eleven months, at an exploration cost of less than \$105, would be hard to duplicate in Cohoes or Alameda.

I've naturally made some mighty good friends in commission house circles in New Orleans and New York, but even at the risk of hurting their feelings I've simply got to say that if you plan to get results from these two islands, *go after business direct*. Somehow the fact remains that while several New Orleans and New York export houses get a pretty good yearly total, they don't build up business the way even a mail campaign from the manufacturer can. It's just the same way with a resident agent who is a dealer. The very size works against you if you confine your lines to one, and it's far better from the start to try to sell every legitimate firm in sight.

You've got to remember all the time that all your domestic advertising is of practically no value because it doesn't get read in either country. That's true, too, of advertising in any export trade publication to almost as great a degree. It's a case of going out and considering the islands brand new markets for your goods, for-

tunately ready to buy when properly approached, and slow to shift when you once sell them. Give them something "different but proper" which moves the goods off their shelves.

If you can arrange it let one of your New York men run down to Bermuda when things are dull here. He'll thank you for a bully trip and you'll thank him for the orders; and what you can do in Bermuda you can do in far greater volume in Jamaica.

It's economy to give these places a mail trial just to use up the ad matter you tried to make look valuable at inventory time, but you know never will be except in some new market.

Bermuda and Jamaica have remained English markets for years just because you've let them.

Where's your pride?

To Hunt Out the Fakes in Cincinnati

The Cincinnati Advertisers' Club has decided to conduct a crusade against fraudulent and worthless advertising, and a committee will be appointed to call on all merchants and manufacturers to secure their co-operation. Advertising of doubtful value will be banned, as under the plan of the club placards will be placed in stores and factories carrying this legend: "We are members of the Cincinnati Ad Club. Solicitors of advertising of a transient nature are referred to the club."

The club will co-operate with the Cincinnati Chamber of Commerce to raise a fund of \$100,000 to be used for publicity work. It is also planned to advertise Cincinnati at the approaching convention of the Associated Advertising Clubs of America in Toronto. It has been proposed to carry six special cars, filled with Cincinnati-made goods, to Toronto, where they will be parked and the exhibits opened to the public. Manly M. Gillam, of New York, addressed the club February 5 on "Truth in Advertising."

Agricultural Agency Opens Offices

The Smith-Galland Special Agency, composed of A. F. Smith and Frank Galland, have opened offices in Philadelphia and New York. They will represent farm, poultry and other publications.

Two Publications Merge

Profitable Paint and the *Paint Dealers' Magazine* have been consolidated under the name of *Paint*, which will be published as a monthly paper in Chicago.

The Public Ledger has no competition in the field that it has selected for itself—not because the price is two cents, but because the kind of people who like the Public Ledger like it better than two cents.

Philadelphia is the only city which has a Public Ledger.

"Oscar's Sauce" New Beech-Nut Product

IN its space in several of the February magazines the Beech-Nut Packing Company, of Canajoharie, N. Y., announces Beech-Nut Oscar's Sauce as an addition to its long list of advertised products.

One of the display advertisements for Beech-Nut Oscar's

Sauce. The copy read in part: "Twenty-two years ago we began the curing of Beech-Nut Bacon. That was the start of our business in delicacies. It was Beech-Nut Bacon that found and set apart for us our public. . . . The familiar Beech-Nut package has become the sign of the good purveyor."

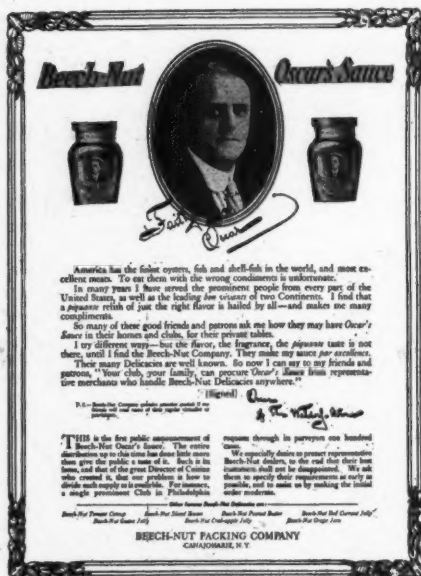
From the one line the Beech-Nut family has grown until it now includes the following products: tomato catsup, guava jelly, crab-apple jelly, peanut butter, currant jelly, grape jam, Oscar's sauce.

Beech-Nut chewing gum, which has obtained a wide distribution, curiously enough, is not included in the list of products featured in the January and February ads.

"Oscar," whose full name is Oscar Tschirky, will be remembered by PRINTERS' INK readers as being presented with a loving cup by the Sphinx Club, New York, last October, and consequently is well known to New York advertising men. When interviewed at his office in the Waldorf-Astoria, Oscar said that this was the first serious effort ever made to advertise his sauce. The sauce was

first made by a company composed of Oscar and a second party, but later its marketing was entrusted to E. C. Hazard, of Shrewsbury, N. J., now known as the Shrewsbury Manufacturing Company. Recently another company was formed, called "Oscar's Company" and the manufacture and marketing were taken over by the Beech-Nut people.

D. M. Kagay, for the past four years advertising manager of the Appleton Mfg. Co., Batavia, Ill., has resigned. He will manage the advertising for the Richards-Wilcox Mfg. Co., Aurora, Ill.



Beech-Nut Oscar's Sauce

Signed Oscar

America has the finest oysters, fish and shell-fish in the world, and most excellent means. To eat them with the wrong condiments is unfortunate. In many years I have served the prominent people from every part of the United States, as well as the leading law officers of two continents. I find that a judicious relish of just the right flavor is hailed by all—and makes me many compliments.

So many of these good friends and patrons ask me how they may have Oscar's Sauce in their homes and clubs, for their private tables.

I my different ways—but the flavor, the fragrance, the pleasant taste is not there, until I find the Beech-Nut Company. They make my sauce *par excellence*.

Their many delicacies are well known. So now I can say to my friends and patrons, "Your club, your family, can possess Oscar's Sauce from representative merchants who handle Beech-Nut Delicacies anywhere."

(Signed) *Oscar*

P.S.—Beech-Nut Company solicits orders for its products and will send you a sample of its Oscar's Sauce.

THIS is the first public announcement of Beech-Nut Oscar's Sauce. The entire distribution up to this time has been made more than give the public a taste of it. Such is its time, and that of the great Director of Commerce who created it, that one problem is how to divide such supply as is available. Try however, a single prominent Club in Philadelphia.

Where to Buy Beech-Nut Delicacies and Oscar's Sauce

Beech-Nut Packing Company
Beech-Nut Sauce Jar
Beech-Nut Bacon
Beech-Nut Peanut Butter
Beech-Nut Currant Jelly
Beech-Nut Grape Jam

BEECH-NUT PACKING COMPANY
CANAJOHARIE, N. Y.

COPY FOR NEW MEMBER OF BEECH-NUT "FAMILY"

Sauce is shown herewith. The feature of the copy is a testimonial signed by Oscar, the well-known manager of the Waldorf-Astoria Hotel, New York, for whom the product is named.

The ad featuring Oscar will run in the March issues of several mediums, but further plans for the advertising have not been announced by the Beech-Nut Packing Company.

In January, the company devoted its space in national mediums to Beech-Nut Bacon, the first delicacy put out by the con-

Trade-Paper Advertising That Pays

R. R. Shuman, of the Shuman-Booth Company, Chicago, addressed the annual convention of the Yellow Pine Manufacturers' Association last week in New Orleans on the subject of "Advertising the Road to Better Business." Speaking of advertising lumber he said:

"The trade journal offers you an audience of such vast buying power that it is little short of a crime the way most of you are now using the space you buy in them. The readers ask for bread and you give them stone."

Mr. Shuman referred to the benefits to be derived from general advertising, saying:

"A by-product of the campaign will be the education and conversion of the editors and publishers who enjoy the revenue from it. Flaring headlines about the danger of wooden passenger coaches every time a wreck occurs will be less frequent, and all along the line these editors will gradually come to assume a friendly spirit, based upon knowledge, rather than a hostile spirit, based upon misinformation."

He urged the distribution of a monthly magazine, distributed to the consumer over the name of the retail dealer in each community.

Advertisers' Attitude Discussed by Trade Press

In place of the usual set speeches a number of objections commonly met with by the solicitor selling trade-paper space were discussed by the New York Trade Press Association at its February meeting last Friday evening.

A sensation was caused by A. C. Pearson, of the *Dry Goods Economist*, when he stated that an investigation had convinced him that 95 per cent of the house-organs published soon die. This fact Mr. Pearson laid to the great expense of getting out such a publication and making it readable; the fact that most house-organs were published by advertising men anxious to show how clever they were, but as soon as the man who paid the bills woke up something happened; the ineffectiveness of a house-organ's circulation because of its being free and its naturally biased editorial contents. As evidence of these facts reference was made to the Mahin Advertising Company, which discontinued its house-organ, the *Mahin Messenger*, putting the meat of it into a double-page spread in *PRINTERS' INK*.

Another "classic" met with by trade-paper solicitors which proved a target for several talks was the argument, "We are oversold." The popular answer to this was that the advertiser was not getting enough for his product, or he should be told in a tactful way that he lacked the American spirit of progressiveness by not enlarging his plant. "Insurance," "Preparing for the ebb" and other arguments were also advanced. Other objections exploded were "We have never advertised and don't need to now"—an objection which C. S. Babbiste, of the *Electrical Rail-*

way Journal, said could best be met by never giving the prospect a chance to utter it. Other questions taken up were "We are not able to trace any satisfactory results from your paper" and "We don't believe your subscribers read the advertising pages."

E. R. Shaw, of the *Practical Engineer*, Chicago, and chairman of the Federation of Trade Press Associations' committee on postal affairs told of the work done in Washington to have second-class publications handled by regular mail trains instead of fast freight, and was optimistic regarding legislation now under consideration.

Ex-President Swetland of the Federation of Trade Press Associations spoke in favor of a proposed amendment to the federation's constitution which would give the parent body more power and make it possible uniformly to regulate membership in the various local associations. This amendment will be discussed at the next meeting of the New York association on March 18.

Balmer Leaves "Woman's World"

Thomas Balmer, for the past three and one-half years advertising director of the *Woman's World*, Chicago, has resigned, to take effect March 1. Mr. Balmer resigned on account of ill health. He has not announced any new connection.

Lesser Goes with Blaine-Thompson

Myer Lesser who has been local manager at Cincinnati for the Barnes-Crosby Company and later general manager for the same corporation at St. Louis, has returned to Cincinnati as a member of The Blaine-Thompson Company.

Agency Reorganized

The Oman & Bub Advertising Agency, Bulletin Building, Philadelphia, was reorganized recently and is now operating under the name of the Oman & Smith Advertising Agency, the members being Ames J. Oman and Herbert Smith.

Freeman Will Leave Consumers Company

Arthur B. Freeman, at present advertising manager for the Consumers Company, Chicago, Ill., has resigned his position, effective May 1, 1914. Mr. Freeman's future plans have not yet been announced.

Lasher Advertising Manager of Philadelphia "Press"

Harry D. Lasher, formerly connected with the advertising staffs of several Philadelphia papers, is now advertising manager of the *Philadelphia Press*, succeeding J. W. Fawcett.

149 W. 35th STREET, NEW YORK

Feb. 8th, 1914.

Dear Mr. Long:--

I consider that Walter Jones has opened up a new field, yet one familiar to us all, the social life of the small town, with its petty jealousies and small triumphs, its "sets" and their artificial boundaries, with the merciless boycotting of the publicly "snubbed", resembling nothing so much as the reading to pieces in the story, "THE YOUNGER SET IN PEORIA," he has wonderfully described the psychology of a fine girl, neglected by her "set", because her caddish lover had dropped her, and of the brilliant, manly New Yorker who rehabilitated her by his open admiration and public attentions. I would like to have the same treatment of my own set, but could not; I can only appreciate it.

Sincerely yours,



Mr. Ray Long,
Editor, RED HOOK MAGAZINE,
Chicago, Ill.

EDWIN BALMEY
8425 MAGNOLIA AVENUE
PLUMMING, N. Y.

MEREDITH NICHOLSON
UNIVERSITY CLUB
INDIANAPOLIS

February 9th, 1914.

Dear R. L.:--

These stories of a country town by Walter Jones have the right flavor - honest American stuff. A man with a keen eye for character and a good sense of humor. The short fiction is up in the air, that it's refreshing to come upon something like these stories of Peoria. You have a good deal of the same old stuff that are real echoes of good old Peoria Street. I don't know Jones and never heard of him, except as the creator of "The Millionaire" and "The Millionaire's Wife". I like his stories, but he has a genius. Tell him to keep it up!

Yours faithfully,



Mr. Ray Long,
Editor, RED HOOK MAGAZINE,
Chicago, Ill.

JAMES OLIVER CURWOOD
Osburn, Michigan

MY DEAR LONG:

It is not often that a writer of stories finds so great an entertainment in the stories of others. He sees the other's viewpoint almost before he has begun, clears up a mystery when he is half through a story, and can tell you the "finish" by having read a third of it. For those reasons, as a fiction writer myself, I have found little fun in reading the fiction of these writers. I have enjoyed them, and then I have enjoyed them, and then I have enjoyed them. Jones is one. I'm glad you've got him. I hope you'll keep him---if for nothing more than to give me the pleasure of reading an occasional story of his. They're a relief from the general run. They hit home---and they STRIKE. They're human, without the artificial veneer that greases the wheels of the fiction of the day. And they're as CIPAL as they are absorbing, which is saying a great deal. So to voice, let me give you a little advice. Get as many of Jones's stories as you can. He may die. And in that event, if you don't stock up, you will have lost a winner.

Fraternally yours,



WINNETKA, ILLINOIS

Mr. Ray Long,
Editor, RED BOOK,
Chicago, Ill.

EDWIN BALMER
8438 MAGNOLIA AVENUE
CHICAGO

February 9, 1914.

Mr Ray Long,
Editor of The Red Book
Chicago.

Dear Mr Long:-

"Ain't it so," you recall the refrain,
"Ain't it so," that a friend
have a home town? I need not to
have a home town; Chicago was a city
when I was born in it. But since
Walter Jones has been writing about
Pembina, I've felt supplied not
only with the town but with the
friends. I'm one more who wants to
meet them as often as possible.

Yours faithfully,

Edwin Balmer

242 STATE STREET
PLUSHING, N. Y.

February 9th, 1914.

My Dear R. L.:-

The Walter Jones stories

of small town life are so verisimi-
lar they will make half of us home-
sick for some "ville" or "burg".

WFB

Fraternally yours,

Samuel Levine

WINNETKA, ILLINOIS

Jan. 10th, 1913.

Mr. Ray Long,
The Editor of The Red Book,
Chicago, Ill.

Dear Mr. Long:-

The pearly sentimentality with
which a group of Scotch writers
described life in the towns of Scotland,
provoked the indignation of a very honest
man, who wrote in the Chicago Tribune
"Green Shattlers," which stripped the
tinsel off the truth and dared to show
it bare. I have been wishing always that
I could have written that article with the
courage to present our village life as
frankly and bravely as did George Douglas,
that of "Barbie," and it pleased me
highly to find that it was effected
in the "Red Book." "A Barbic" "The Sport."
The truth hurts, but it heals.

Sincerely yours,

I. K. Friedman



Walter Jones, whose work brings forth these
favorable expressions of the world's master-
writers, is another author whose career began-
and whose stories appear exclusively-in
THE RED BOOK MAGAZINE

Influence on the Dealer

We hear a great deal about advertising for the influence on the dealer; in fact, this is the primary object in most advertising campaigns.

City people are transient shoppers, buying here to-day and there to-morrow, attracted almost altogether by consideration of price. At most of the stores they patronize they do not know the proprietors or the buyers.

Farmers "trade" almost exclusively at one store—one dry goods store, one clothing store, one grocery store and one drug store. Price rarely enters into the transaction; they know the storekeeper personally and he has always "treated them right." Their patronage is a matter of acquaintance and confidence.

Which, then, would be likely to have the most influence on the dealer—

The woman in the city, talking to some young girl clerk, whom she does not know, in a department store; or

The woman in the country, talking to the proprietor of the store, whom she has known for years?

This is the reason "influence on the dealer" is more noticeable after a farm paper campaign than after a campaign in daily papers or magazines.

Associated Farm Papers

567,000 Farm Families

who are acquainted with two million merchants.

NATIONAL STOCKMAN AND FARMER

Pittsburgh, Pennsylvania
Supreme in Ohio and Pennsylvania

Established
1877

FARMERS' REVIEW

Chicago, Illinois
Supreme in Illinois

1877

FARMER'S GUIDE

Huntington, Indiana
Supreme in Indiana

1880

FARMER AND BREEDER

Sioux City, Iowa
The Cream of Four States
(Ia., Neb., Minn., S. D.)

1878

NEBRASKA FARMER

Lincoln, Nebraska
Supreme in Nebraska

1880

FARM AND RANCH

Dallas, Texas
Supreme in Texas and Southwest

1883

FIELD AND FARM

Denver, Colorado
Supreme in Colorado

1878

CALIFORNIA CULTIVATOR

Los Angeles, California
Supreme in California

1880

RURAL CALIFORNIAN

Los Angeles, California
Supreme for Fruit-Growers and Ranchmen

1877

THE RANCH

Kent, Washington
Supreme in the Pacific Northwest

1895



Associated Farm Papers

Chicago
Steger Building
D. C. Kreidler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour, Manager

New York
Fifth Avenue Building
S. E. Leith, Manager

How Advertising Interests Would Be Affected by Proposed Increase in Postal Rate

Special Washington Correspondence

"IT is the high cost of circulations, not the high cost of living." This was the answer smilingly made by Cyrus H. K. Curtis, of Philadelphia, to a question as to the cause of the increasing rates for advertising in the Curtis publications which had been put to him in the course of his appearance before the Committee on Post-Office and Post-Roads of the House of Representatives.

The occasion was the public hearing on the subject of the proposed increase of the second-class mail rates. In opening the hearing Congressman Moon, chairman of the committee, had explained that there is no bill pending on this subject in the national legislature, and that the hearing was held for the purpose of ascertaining the best method of presenting the whole matter to Congress, with a recommendation as to what ought to be done,—whether or not the rate on second-class matter should be increased, and if so, how much the increase should be.

Mr. Curtis was a leading witness before the committee at the first day's session. He appeared not only in his capacity as president of the Curtis Publishing Company, but also in the capacity of president of the Periodical Publishers' Association. In one sense the statement of Mr. Curtis may be said to have been made jointly with a presentation by Philip S. Collins, circulation manager of the Curtis Publishing Company. That perhaps was not the original plan, but the appearance of Mr. Curtis provoked so much interest on the part of the whole membership of the committee, and he was soon called upon to parry so lively a cross-examination from various quarters that he was obliged to plead ignorance of specific details of some phases

of the company's business, and to call upon Mr. Collins who had prepared the memorandum on which Mr. Curtis had based his remarks.

THE AIM OF THE PROPOSED LEGISLATION

At the outset of his remarks Mr. Curtis called attention to the new aspect of the present agitation for an increase of the second-class rate. Always before, he pointed out, the reason advanced for such a change was a desire to decrease or eliminate the deficit in the Post-Office Department. Now, he remarked, the plan seemed to be linked up with a movement for one-cent letter postage. He protested against the use of the word "subsidy" in connection with the favorable rate accorded publishers, contending that the publishers "pass on to the people" all the benefits which they receive from this source and citing, in evidence, the reductions in the prices of periodicals and the improvement of the quality of the contents which has taken place since the present rate was put into effect.

In answer to questions as to the probable effect of an increase in the rate Mr. Curtis predicted that prices will be raised on all publications. The 25-cent magazines, he thought, would retail at 30 cents; the *Saturday Evening Post* would likely sell at newsstands for 6 cents, and the subscription price on the *Saturday Evening Post*, the *Ladies' Home Journal* and the *Country Gentleman* would, of necessity, be advanced to at least \$1.75 per year. With the advance, most publishers, he feared, would have to content themselves with decreased circulation.

Advertising, at least in his publications, is never inserted at the expense of reading matter. Mr. Curtis emphasized this point strongly and explained at some length how relationship between

advertising and literary matter is always maintained at the same ratio by means of a "standard." The standard size of the *Saturday Evening Post* is 32 pages, and that an issue of this weekly frequently runs to 60, 80 or even 90 pages is due to the heavy advertising patronage. "Every four pages" he said, "costs so much to produce. If enough advertising is received to pay for four pages we add that number and thus pass on the benefits to the subscriber."

Many questions as to advertising rates, etc., were asked of Mr. Curtis by members of Congress who obviously were not very familiar with the general subject. In answer to some of these he gave the *Saturday Evening Post* rate as \$4,500 per page and the *Ladies' Home Journal* rate as \$6,000 per page; explained that the rates were based on a charge of one-half cent per line per thousand of circulation; estimated that, roughly speaking, thirty-five per cent of the total number of pages in each publication is advertising; and stated that he thought the rates for the Curtis publications should be more than they at present are.

SAYS PRIVATE CORPORATIONS COULD TRANSPORT FOR ONE CENT A POUND

The Philadelphia publisher argued against any increase in the present rate of one cent per pound for the carrying of second-class mail matter and ventured the prediction that a private business corporation could afford to transport the second-class matter at one cent per pound. In support of this contention he cited the fact that the railroads transport his newspaper, the *Philadelphia Public Ledger*, from Philadelphia to Pittsburgh, a distance of 400 miles for one-fourth of a cent per pound. In answer to the questions of members of the committee Mr. Curtis said that if the rate is advanced as proposed from one cent to two cents per pound this doubling of the rate will cost the Curtis Publishing Company \$600,000 per year. Asked if his company would in that event seek other means of distribution he said: "Yes, if we can."

Circulation Manager Collins whose testimony supplemented that of Mr. Curtis said, "The low postage rate on second-class mail has made possible the low prices at which American magazines are now sold; the low price of the magazines has made possible the large circulations; the large circulations have induced heavy advertising; and the revenue derived from this advertising has been put back into the business to produce periodicals of superior quality. The average profits of magazine publications are no larger to-day in proportion to the capital invested than they were in the days when the present second-class rate was adopted."

A member of the committee asked Mr. Collins several questions evidently designed to confirm his supposition that the Curtis Company was making use of freight and express channels for the distribution of its publications in territory east of the Mississippi River, and was mainly making use of the mails only for the territory west of the Mississippi where the Government's uniform rate made a charge lower than that of the railroad companies. To the manifest surprise of his interrogator Mr. Collins stated that only eight per cent of the Curtis publications are carried as freight outside the mails and that ninety-two per cent go by mail. Explaining further he said that roughly speaking probably one-third of the total circulation was west of the Mississippi and two-thirds east of it. Emphasizing the assistance given by the publisher in the handling of mail Mr. Collins said, "We pack our own mail bags, we route them and we transport them to the post-office."

METHODS OF TRANSPORTING MAGAZINES

One of the most interesting portions of the testimony of the head of the Curtis Company's circulation department was that wherein he told something of the experience of his house in distributing magazines by methods other than the postal service. Said he: "We are now delivering the *Ladies'*

Home Journal in Toronto, Canada, by special carrier (men, not boys) at a total cost of 1.4 cents per copy for a magazine weighing 30 ounces. The magazines are shipped from Philadelphia to Toronto, 560 miles, at a cost of 39 cents per hundred pounds and are delivered by carriers who receive about seven-eighth cents per copy. For six months the *Ladies' Home Journal* conducted in New York City an experimental delivery of the *Journal* by carrier, and the expense did not exceed one cent per pound. The railroads, for some unknown reason, will not accord magazines the rate allowed for newspapers, but they give the newspapers practically an express service at a rate of one cent per pound for a haul of 1,000 miles." Mr. Collins, in commenting upon the connection between the demand for an increase in the second-class rate and the agitation for one-cent letter postage, stated that the Curtis Publishing Company mails annually more than 6,000,000 sealed letters and an equal number of unsealed letters.

The memorandum which the circulation manager prepared for Mr. Curtis but which in the end Mr. Collins presented to the committee says in part: "The one point at which the whole attack is directed is the magazines. In this, as in all forms of taxation, the public must eventually pay the freight. Any increase in the postal rate charged by the Government on periodicals means a corresponding increase in their subscription rates to meet the additional cost of mailing. The average city dweller would not feel this increase in the subscription rate to a large extent because most city people do not receive their periodicals by mail, but purchase from newsdealers.

EFFECTS OF A HIGHER RATE

"The burden would really be borne largely by the rural communities. Another point apparently lost sight of is the fact that the great decrease in the output of magazines which would result from an increase in the subscription price would mean a heavy in-

crease in the cost to the Government in shipping all other classes of mail matter. There would also be a large decrease in the number of periodicals published, for any increase in rate would mean ruin to some and an increase in the subscription price of nearly all others, resulting in heavy decreases in circulation.

"It has been proposed not to include in this suggested increase in second-class rates certain classes of periodicals, but only what are termed 'magazines.' Nobody has yet been able to determine where the line of cleavage properly belongs between these two classes of publications and any decision to that end must rest with some official. Such a measure practically makes the Postmaster-General a censor of the press of the country. There will be no one to distinguish between such classes except the Postmaster-General and his assistants, and every decision made on this point will be subject to reversal by his successor.

"This question of the difference between various classes of periodicals has already arisen and no two persons have, so far as I know, arrived at the same conclusion. At the present time, under the Blue Tag System, certain periodicals are transported in mail cars and others in freight cars, the distinction being made on lines similar to that which would have to be used in the suggested legislation. Let any of you gentlemen take the list of periodicals now placed respectively under the two classifications. If he can tell why some are placed in one class and some in the other he will do what nobody else either connected or disconnected with the Post Office Department has ever been able to do. The division has been made by Post-Office officials, and there is hardly the semblance of consistency in it. The publisher must depend solely on the good will of the Postmaster-General as to whether he is placed in the favored or unfavored class.

"In arguing for an increase in the second-class rate, no considerable attention apparently is given to the fact that magazine adver-

tising is responsible to a great extent for the profitable classes of mail carried. A recent investigation in this matter by a committee of publishers through the records and books of account of several hundred large advertisers developed the fact that from each of forty per cent of these advertisements the Government carried first-class mail yielding a net profit, even including the loss alleged by the department to have been incurred in carrying these magazines. Yet credit is rarely given to the magazines for being producers of that class of mail which pays a profit."

CONDITIONS OF BOOKSELLING BUSINESS

The National One-Cent Letter Postage Association was represented at the hearing by its officers. Charles William Burrows, who spoke at great length, appeared in his capacity as president of the association, but his attitude upon the questions at issue will perhaps be better understood if it is explained that Mr. Burrows is a retired member of the firm of Burrows Brothers Company, Cleveland, retail booksellers and publishers of books. Mr. Burrows read lengthy extracts from an article on "Our Subvention to Literature,—Books vs. Periodicals,—The Decadence of Literature," which he said had been prepared at the request of his friend, Henry Holt, the publisher, and which is scheduled to appear in the April, 1914, number of the *Unpopular Review*.

Mr. Burrows held American periodicals, and particularly cheap fiction magazines, largely responsible for the present condition of the booksellers' trade in the United States, a condition wherein the number of retail booksellers has dropped from 3,500 to 4,000 thirty-five years ago to less than 1,500 to-day. Congressman Allen asked whether this state of affairs was not due to the competition of the department stores, but Mr. Burrows insisted on placing most of the blame upon periodical literature and remarked: "The department stores are no longer featur-

ing books as they did because they no longer get the advertising prestige that they did by this means."

The witness was especially severe in his criticism of mail-order journals. "Much of it four-fifths advertising and one-fifth literary soothing syrup." However, he aroused the resentment of several members of the committee when he attacked *Comfort*, published at Augusta, Maine, and the *Woman's World*, published in Chicago, copies of which magazines, together with others, he spread in evidence before the committee. Referring to *Comfort*, Congressman William E. Cox, of Indiana, said, with considerable warmth of feeling: "I am not defending any particular class of literature, but it is evident that there are a lot of people in this country who do regard it highly. Thousands of people in my district take that paper."

There was an eager demand from the committee for further information when Mr. Burrows declared that many farm journals are in favor of an increase in second-class rates on the theory that it will reduce competition in an overcrowded field. The witness said he could give no names but that he would try to send the information later. He quoted Col. Farnsworth, of the American Banking Association, as having said to him that there is room in this country for three banking periodicals, whereas we have to-day a total of eighty-six. Denouncing premium-induced circulation the witness stated that an employee of the *Ohio Farmer* published at Cleveland had told him with reference to a rival farm journal that in order to secure subscriptions at \$1 per year, it allowed the solicitors from 90 cents to \$1.15 for each annual subscription, and in addition gave the subscriber a prize which Mr. Burrows assumed was worth \$1, and further assumed must cost the publisher 25 to 35 cents each.

TESTIMONY FROM AMERICAN NEWS COMPANY

Stephen Farrelly, manager of the American News Company, of

Value

The editors of *THE CRITERION OF FASHION* offer the March issue (out on Friday, February 20th) as a standard of value of which they are frankly proud.

A fifty-eight page number, with a cover in two colors and a frontispiece drawn by George Barbier.

Patterns—sixteen pages in colors.

Novelties—Parisian and American—six pages.

Millinery—three pages.

Pages dealing with such practical topics as:

Home-made Neckwear

Business Dresses

Wraps

Sporting Garments

Mourning Wear

Motor Coats

Boudoir Caps

Children's Wraps

Care of the Hair

Half-tone illustrations on every page of editorial matter.

And thirty columns of advertising, wherein the woman may find suggestions for materials with which to carry out the work which has interested her.

THE CRITERION is sold in department stores—by Curtis agents—and on the news-stands—for 5 cents a copy.

We are reasonably confident that the 265,000 women who have already expressed their approval of the value received in *THE CRITERION* will not be disappointed when they come again for it tomorrow.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA



In These United States

"Mark Sullivan's 'Comments' strike me as the most critical political diagnosis I have yet had the pleasure of reading. I would that it were possible to present those views to every good citizen, regardless of political affiliation, for his thoughtful consideration and enlightenment, not only because they are the best expressions I have seen, but also because such sources of unbiased information are altogether too few in these United States of today."*

Collier's

The National Weekly

A. C. G. HAMMESFAHR
Advertising Manager

* From a subscriber's letter

New York, in protesting against any increase told the committee that his firm handles upward of 600 different periodicals; spends, at New York alone, \$168,500 in postage, and in the whole country three times as much. He said that Street & Smith contribute the largest volume of business placed by any one house through this channel. Of the total American company business it was stated that seventy-five per cent is carried by freight or express and twenty-five per cent by mail. Mr. Farrelly said: "The literary portion of the magazines should be carried at a low rate because of the dissemination of knowledge. The advertising portion is entitled to transmission at the low rate because of the first-class mail business created."

George T. McIntosh, of Cleveland, a retired hardware merchant, appeared in his capacity of secretary and treasurer of the National One-Cent Letter Postage Association. His remarks were devoted principally to a protest against the carrying in the mails at a reduced rate of the bulky trade journals. He submitted a number of "exhibits" in evidence, a copy of the *Horseless Age* alleged to weigh 10½ ounces and carry 60 pages of advertising against 34 of reading matter; copy of the *Automobile* asserted to weigh 1 pound 14 ounces and comprise 91½ pages of reading against 167 advertising; number of *Motor* weighing supposedly 2 pounds 3 ounces and carrying 76 pages reading matter and 159 pages advertising; *Hardware Reporter* represented as weighing 1½ pounds with 100¾ pages reading and 111¼ pages advertising; copy of regular issue of the *Hardware Age* 11¼ ounces, 43½ reading and 72 advertising; special number of *Hardware Age* purported to weigh 3 pounds and carry 102 pages reading as against 398 advertising. He endeavored to contrast these with a copy of *Mill Supplies*, published in Chicago, on which it was asserted the publisher is paying postage at the rate of 6 or 7 cents per copy because the journal has not been admitted to the second-class mail.

The witness contended that the subscription price of trade journals will not be advanced no matter what postage rate is adopted, and in support of this contention made the assertion that the *American Machinist* is now making advertising contracts at current rates, subject to an increase if postal rates are advanced. Basing his remarks on a personal experience last Christmas, Mr. McIntosh scored Elbert Hubbard for the plan followed in sending books without invitation or permission from the recipient and then, if a remittance was forthcoming entering a subscription to the *Philistine*.

The chairman of the committee suspended the hearing to read a telegram from the editor of the *American Thresherman*, at Madison, Wis., and which was characterized as a "fair sample" of many "threatening" telegrams received by the committee.

The first witness on the second day of the hearing was John H. Scribner, superintendent of the Presbyterian Board of Publications, Philadelphia. In the course of his remarks, asking that the religious press be exempt from any increase, he stated that *Forward*, the principal one of the twenty publications put out by the board, carried about \$9,000 to \$10,000 worth of advertising per year on the last page. The board it was stated now pays \$25,000 second-class postage per annum.

A deep impression was evidently made upon members of the committee by the disclosures of the advertising rates obtaining in the case of the Curtis publications and Mr. Collins was recalled to give further information. "Is that for a year?" queried one incredulous Congressman, when the *Saturday Evening Post* rate was given as \$4,500 per page. Mr. Collins claimed that the *Post* rate is lower proportionately than that of 90 per cent of the publications in the country, and called attention to the fact that the \$8-per-line figure presupposes a circulation of only 1,600,000, whereas the present circulation is in excess of 2,000,000. Said he: "The net price

we receive for the *Saturday Evening Post* is about one-third what it costs us to produce the magazine. If it were not for the advertising the subscription price would be three dollars and a half to four dollars per year." In answer to a question, Mr. Collins stated that on all its three publications the Curtis Company nets about \$1.22 for each subscription. He was called upon to go into detail regarding back pages and other preferred positions and as to color pages. He said that the back page in colors sold, in the case of the *Saturday Evening Post*, at \$7,000, and in the case of the *Ladies' Home Journal* at \$10,000. A color page, it was stated, costs, because of the mechanical processes, etc., \$2,200 more to produce.

Many of the later witnesses before the committee took occasion to combat the impression which had evidently been gained by some of the Congressmen that the Curtis Publishing Company's business and presumptive profits are typical of the entire publishing industry. Stress was laid upon this point by Don C. Seitz, of the *New York World*. "In our office," said Mr. Seitz, "it takes over 20 cents from each line of advertising to pay the deficit in the cost of production." "I should not care to become a privileged party," was his answer when the chairman asked what he thought of a proposition to raise the rate on magazines and allow the newspaper rate to remain as at present.

When Herbert Quick, editor of *Farm and Fireside*, took the stand he was asked, among other things, as to the proportion of advertising in his periodical. "It is considered a bad thing," he replied. "for the paper to carry over 45 per cent advertising. We reject advertising sometimes because acceptance of it would necessitate the addition of so many pages that the change would result in loss." Forecasting the fate of the 450 farm papers in the country if the rate is advanced, Mr. Quick said: "If you advance the subscription price you start a struggle for existence. We will expect

to live. But I know a great number all over the country that won't live. You won't get Curtis, but you will get the small farm papers such as a small one on the Missouri River from which I recently resigned—resigned and went to work on a salary, because I saw no hope for the future, although the paper has a circulation of 60,000."

VIEW-POINT OF TRADE PRESS

Charles T. Root, of New York, appeared as the third member (with Messrs. Seitz and Collins) of the Joint Postal Committee of the American Newspaper Publishers Association, the Periodical Publishers Association, and the Federation of Trade Press Associations. However, the connection of the witness with the well-known trade publications of the Root Corporation brought to a climax, with his appearance, the growing curiosity of certain members of the committee regarding the financial condition and profits of periodicals carrying a large volume of advertising. The questioning along this line finally went to such lengths that Mr. Root felt obliged to decline to give further information, on the ground that it was not germane to the subject of second-class rates. However, before he was driven to take this position he stated that the United Publishers Corporation paid last year and the year before \$160,000 to \$175,000 on the preferred stock of \$2,500,000. His recollection was that \$2,000,000 was the price paid for all of the properties of the David Williams Company in 1911. The circulation of the *Boot and Shoe Recorder* was given as 9,000, the *Automobile* 16,000, and *Motor Age* 23,000. The witness resented the assumption of one of the members of the committee that the profit of \$40,000 made by the two automobile journals last year should be translated into percentage on the basis of the \$35,000 capitalization of the Class Journal Company, and explained that the two papers had been purchased at a cost of \$1,000,000. "Either the subscribers or advertisers will pay

When you have machinery to sell, remember this—

No man pays \$4.00 a year for the AMERICAN MACHINIST for fun.

There's a goal in sight—improvement in shop or product—and for this the AMERICAN MACHINIST is read by the Progressive.

What tool do you make to help them?

The business of the paper is to show how to make machinery better, faster or cheaper. It's specialized—never wanders nor zigzags—keeps always to that straight line in text and advertising.

If you "belong" it will pay to get into its columns.

It's been 37 years in the making. Now it's an institution in its field. It's published weekly here, an English edition weekly in London, a German edition in the German language weekly in Berlin. That circulation and distribution will make a world's market for you.

Ask any machine tool builder what he thinks of the AMERICAN MACHINIST. Better, look at its advertising—the combined opinion of the world's greatest manufacturers of machinery and shop equipment.

Your product might well get its share of the business.

No paper on earth could exist and prosper for 37 years unless it paid its advertisers—

And the AMERICAN MACHINIST now carries more business than ever before in its history. Why?

You know the answer.

The HILL Engineering Weeklies

HILL PUBLISHING COMPANY
505 PEARL STREET, NEW YORK CITY

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 19,250.

Engineering News (1874)

The standard Paper of Engineering and Contracting. Circulation 20,500.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,000.

if you raise the rates," said Mr. Root. In answer to a question, he said: "We admit all the advertising we can, but we try to keep the percentage in all our periodicals one-third reading matter to two-thirds advertising. That is general throughout the publishing business. It has required enormous drafts on our advertising patronage to enable us to produce the publications that we have."

E. T. Meredith, publisher of *Successful Farming*, Des Moines, Iowa, was likewise cross-examined as to business secrets. He would not tell the committee what profit his publication made last year, but said that he could pay the increased postage rate—he now spends \$45,000 a year for stamps—and continue to make a profit. But the publisher made it very clear to the committee that he does not propose to "pay the freight" if there is an advance. Said he: "I am going to get it from the advertiser or from the subscriber, and it will be easier to get it from the subscriber than from the advertiser. My subscription price is now 25 cents a year, three years for 50 cents. The day you order an advance in rate it will go to 50 cents a year, three years for \$1." Mr. Meredith gave his circulation as 700,000; rate, \$3 per line, \$1,350 per page. His income from advertising last year was given as between \$550,000 and \$600,000; from subscriptions, \$150,000.

"The farmers are as much interested in the advertising as they are in the reading matter—absolutely," was his declaration. "The advertising sections of our periodicals ought not to be discriminated against. The advertisements in my magazine produce 3,000,000 replies each year, and it is my contention that every one of those replies ultimately produces an average of at least ten cents worth of business for the Post-Office Department. If my business were shut up by a prohibitive increase in rates, the Post-Office Department would lose \$300,000 the next year." In answer to a question, Mr. Meredith said that he thought

that Congress ought to pass a law against fraudulent advertising. Incidentally, he called attention to the fact that his own and other leading farm journals are excluding questionable classes of advertising, and said that if he were willing to admit tobacco advertising he could secure in New York in one day at least \$30,000 worth—enough to meet his increased postal bill if the rate were advanced.

A. W. Shaw, of Chicago, publisher of *System*, was one of the final witnesses, and was given credit by the committee for being an exceedingly frank witness. He said that he was willing to pay the increased rate if all publications were treated alike and the operation of the new rate was postponed for at least 12 months, in order to allow the expiration of existing subscriptions. While Mr. Shaw advocates the continuance of the present one-cent rate on which the publishing business of America has been built up and to which it is adjusted he said that on a selfish basis an advance in the rate would be a benefit to his individual interests, inasmuch as he figured that the advance would put out of business almost every one of the nine or ten other magazines in his field. He stated that *System* has a circulation of 156,000 and has advertising receipts of \$400,000 per annum and subscription receipts of \$300,000 per annum. His aim, he said, was to devote to advertising about 60 per cent of the volume of each issue of the magazine.

Mock Trial Held by Ad Club

A recent meeting of the Memphis, Tenn., Advertisers' Club was featured by a mock trial, in which the E. E. E. Shoe Company was the defendant and the charge was made that a recent advertisement was not 100 per cent efficient. R. Calvert Haas, vice-president of the club, was attorney for the defendant, and H. C. Pinkerman, president, was the prosecutor. Three advertising men were called as experts for the prosecution. T. B. Hilton, secretary of the club, testified for the defense. A verdict of not guilty was returned by the jury.

Foreign Language Association's Anniversary Dinner

The fifth anniversary dinner of the American Association of Foreign Language Newspapers, Inc., was held at the Hotel Knickerbocker on February 7.

Among the speakers at the dinner were: William B. Wilson, Secretary of Labor; Percy Andrae, of Chicago; Boies Penrose, Senator from Pennsylvania; Melville E. Stone, manager of the Associated Press; Frank Presbrey, of New York.

Meredith Refuses to Run for Governor

E. T. Meredith, editor and proprietor of *Successful Farming*, who has been widely mentioned for the Democratic nomination for governor of Iowa, has issued a statement of declination.

In a statement written by Mr. Meredith which appeared in the *Des Moines Register and Leader*, he says:

"In some ways I regret my decision. For some reasons I would have been glad to be a candidate. I would like to serve Iowa, and had I not felt I could render a real service, I would never have considered it, even to the extent of writing you my other letter. The office of governor of Iowa is one of great honor and responsibility. I am fully conscious of the many opportunities it offers for leadership and public service, and during the past few weeks I have

given earnest consideration to the question of becoming a candidate for such office. On the other hand, I appreciate the responsibility I was undertaking and the burdens of an office such as that of governor, and I really feel some personal relief in definitely deciding as I have."

It is understood that a large number of supporters of Mr. Meredith are endeavoring to induce him to reconsider his decision.

Progress in Advertising

Following an exposure of the quack doctors, the City Council of Chicago has passed an ordinance intended to prevent false and misleading advertising. It follows closely the **PRINTERS' INK** bill, which, with some modifications, has been enacted into law in sixteen states. Chicago certainly puts it strongly, for it forbids the publication of "any advertising which contains assertions, representations, or statements which are untrue, deceptive or misleading."—*Harper's Weekly*, February 14.

Stein with Kohler & Campbell

C. A. Stein has been appointed advertising manager of Kohler & Campbell, piano manufacturers, New York. He was advertising manager of the J. Stevens Arms & Tool Company, Chicopee Falls, Mass., for 11 years. He was the first president of the Springfield, Mass., Publicity Club.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

What Shall Be Said in the Copy?

Agency Copy Writer Describes His Pursuit of Suitable "Talking Points"—The Course to Follow if You Are Stumped for a Good Start—Three Successful Copy Grooves

By F. R. Feland

THE man who writes advertisements is generally known as a copy writer. It is just another evidence of the topsy-turviness of this mad world that men who are able to write advertisements that sometimes pay, and construct slogans so rhythmic that professional humorists sometimes deign to paraphrase and burlesque them, cannot find a better name for themselves than "copy writers."

But they can't. Lots of others have been tried. The rapturous flush of invention has mantled the cheek of the gentlemen who evolved "advertisement builder," "sales writer," "ad scripter," "service man," "business writer," and a few other beautiful and dignified titles, but the popularity of all these has proved brief as a woman's love. Copy writer is the term that this important functionary in the distributing branch of the social service must sweat under. His sole consolation is that agencies can't keep from being called agencies, no matter how much they "company" themselves; solicitors still continue solicitors, few recognize the business as a profession and advertisers still talk about the money they are going to "spend."

Imagine then, a copy writer confronted with the simple necessary task of getting up an advertisement. Only the man who when called upon to do this, must do it himself can fully understand the helpless agony of casting about for the right start.

There are men who have been writing "salesmanship on paper" for from one week to twenty years, and it is no venture to say that starting in to write something on a new subject, they all have

that same, helpless "What on earth shall I say" feeling.

COPY WRITING AND BASEBALL

It is, of course, not so difficult to work from the old angle on an account that you are familiar with. Like a good baseball pitcher, the copy writer (to repeat the word) studies his account till he finds its "groove"—the line of approach that has proved it will pay.

Mr. Christy Matthewson would have made a splendid writer of advertisements if he had gone into advertising instead of whatever it is that he does. Indeed, the no small amount of work that he has done in this business proves that he has found that by pitching in the testimonial groove he experiences little difficulty in breaking into print.

Every advertising account has its groove, and a piece of copy pitched along the right groove will fan an O. K. out of the advertiser every time.

In most all advertising organizations there is at least one "old Matty" on the copy staff—a weary-eyed copy writer (the recurrence of this word is unavoidable) who has learned by long experience the exact alley which copy must follow to get triumphantly by. New ideas may be tried out from time to time, new men and fresh styles put forward on this proposition or that, but ever, when the man who has the final say begins to grow impatient of seeing the kind of stuff he wants, it is the old reliable Matty of the staff who is called upon. And he ambles lazily out and slips three advertisements just along the line where they plunk safely into the publication's mitt.

There are three old familiar grooves which this copy writer (there it goes again), puzzling what to do with a new subject, can generally count on getting safely through.

One is the clean, light airy factory, with bright-eyed, cheery-looking men and women singing at their work and looking as well-paid and contented as the man who glues oil-cloth onto tin in



The Biggest Thing in the Electrical Industry

is its progressiveness. Machinery, methods and materials attain higher standards year after year. Efficiency today is mediocrity tomorrow. Progress permeates the field and the

ELECTRICAL WORLD

has been in the van of it for forty years—leading, advising, admonishing, guiding. Every important step in electrical progress from the circuits of the seventies to the 150,000 volt transmission line of today has been foreshadowed, analyzed, digested, discussed and recorded in its columns.

It is more than merely a publication. It is an institution—a force—a creator of better business for everybody in the industry.

Think how it would help to back your sales message with this influence and prestige.

A Service Department that knows the field is ready to help you make the most of this great power.

McGraw Publishing Co., Inc.

239 West 39th Street New York

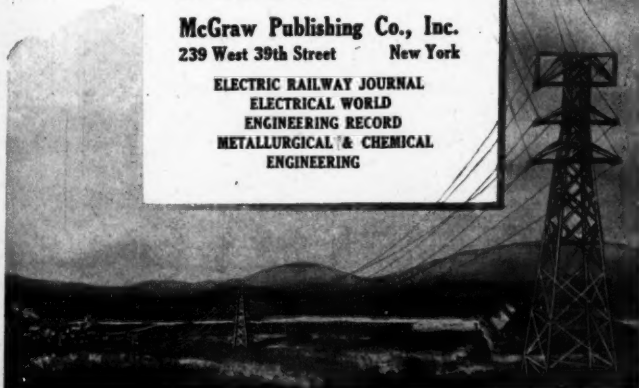
ELECTRIC RAILWAY JOURNAL

ELECTRICAL WORLD

ENGINEERING RECORD

METALLURGICAL & CHEMICAL

ENGINEERING



WHEN your advertisement appears in The Weekly Kansas City Star you may be certain that it will be associated with *good* advertisements.

The following are a few of the national and agricultural implement advertisers that use space in The Weekly Kansas City Star:

Western Clock Co.	De Laval Separator Co.
South Bend Watch Co.	Southern Cypress Mfrs.' Association
Joseph & Feiss	Simmons Hardware Co.
Enterprise Mfg. Co.	Moline Plow Co.
F. Mayer Boot and Shoe Co.	Rock Island Plow Company
Dittman Shoe Co.	Fairbanks, Morse & Co.
Barber Asphalt Paving Co.	Peter Schuttler Company
General Roofing Co.	Avery Company
Hazel-Atlas Glass Co.	Emerson-Brantingham Co.
American Sheet & Tin Plate Co.	Winchester Arms Company
Calumet Baking Powder Co.	Coca-Cola Company
Jas. S. Kirk & Co.	Postum Company
Parke, Davis & Co.	Harley-Davidson Motor Co.
	Western Electric Co.

No fake "free," offensive medical, intoxicating liquor, "wild cat" financial or other objectionable advertising is accepted.

323,000 FARMERS

subscribe for it, paying in advance

Advertising Rate, 60 cents a line

The Weekly Kansas City Star

the Ford shops. Just remember that all factories look clean in half-tones.

Another is the picture of the shack "where we started business in '99," followed by an accurate statement of the number of feet of floor space in the present great industrial barracks, and the number of freight cars that leave our siding every year.

Number three is the "personality of the man behind the product" with photographs, maybe. This is great stuff to convince a tightwad treasurer that this advertising may do a lot of good.

But it is getting a little old-fashioned to use these fixtures for showing your goods. The feeling of the copy writer (really this is most annoying) who is sincerely in search of something new and "smashing" is nothing short of solid discomfort.

It is well enough to tell your employer you can do it. The trick of looking very solemn, very able and very confident while the "situation" is being explained to you is easily learned.

But this super-mannish expression of confidence never fools the man who wears it. Nod he never so sagely as when the requirements are being unfolded to him—say he, "Yes, yes, I think I can" with modesty ever so becoming—and stride he away as though he were about to do it that hour—in his heart he doubts all things except that he has let himself in for something.

GROOVE WORK COMES TO THE RESCUE

Back at his desk he fidgets around and begins to look through a lot of catalogues that a few moments before he had smiled on so tolerantly and said, "Oh, yes, yes, sir, I think we can improve on these considerably."

Now he wonders what flaming-brained foster-son of genius could have gotten them up, and he reflects, "Well, the fellow who did this job is a better man than I am Gunga-Din."

Just as he has decided that all his knowledge of writing has slipped down some crack in his brain and lost itself forever, an

inspiration seizes him. He remembers some entirely different work—some groove work—that he positively must do. Ah-h-h, he is entirely too rushed to touch his new proposition for several days.

With a deep, thankful breath he plunges into the old familiar work and probably does something rather good, because his spirits have swung back from desolation to assurance.

But in the end that promised work has to be delivered, for the copy writer (this word will only be used once more) cannot delegate his labors to another.

Let us assume that a product known as Pebbletar Roofing is to be advertised.

All right. How?

THE METHOD WHICH WORKS

Here is one method that has never been taught in any advertising course, and the number of copy writers (positively the last time it will be used) who produce it will never be known, because none will admit its use. It is an absurd, illogical, unscientific, childish method. The only thing that can be said for it is that it works.

Take your pencil and begin to push it across your paper—let it make a mark. Write down any fool statement that comes into your head. Jumble stock phrases as you please. Write such stuff as "To those persons of taste who have a delicate sense of discrimination, Pebbletar Roofing makes its chief appeal. Pebbletar possesses a quality that is subtly sure to please the discerning. Nothing tells your guests more about your character than the appearance of your roofing."

Keep it up—keep up the physical action of writing—don't let your pencil stop for a second. First thing you know your brain is operating and you've got a fair sentence—then a better sentence—then one you feel merits a chance or a headline. Yank it out, slap it at the top of a fresh sheet and go ahead. If you get stumped, go back and get one of your fairish sentences and build around it.

Before you know it you've written an advertisement that somebody is going to tell you is good.

Some of the most successful cigar advertising that has ever appeared was evolved by the queer system of lighting a cigar—concentrating on the smoke and writing down every thought, sane or insane, wild or stupid, that occurred about it until slowly an advertisement began to take shape and emerge from a chaos of unverifiable phrases.

Then when your advertisement has been illustrated, set, plated and published, when you have but a dim memory of the terror and pain its composition evoked, you are startled one day to see it reproduced somewhere, with a short write-up reading something like this:

"For some time the ——— Co. had felt the need of eliminating waste in its follow-up work and securing inquiries only from a class where the probability of sales was strong. With this idea in mind a series of advertisements was prepared, of which the one shown here is an excellent example. Note how skilfully the consumer who does not require their type of roofing has been eliminated in the opening lines and the attention of the man they really want to interest gripped and carried logically to the point of sale."

Cottingham on Stirring Up Salesmen

WALTER H. COTTINGHAM, president of the Sherwin-Williams Company, delivered an address at the weekly luncheon of the Pilgrim Publicity Association, of Boston, on February 10. His subject was "Putting an Incentive Into Selling."

"I am sorry for the man who does not believe in sentiment in business," said Mr. Cottingham. "It is a good thing for a nation or a firm to have. You cannot force a man to be enthusiastic or loyal; you have got to have something that savors of fairness in

order to accomplish this purpose."

Mr. Cottingham explained in detail how enthusiasm is secured in the Sherwin-Williams organization, describing the system of internal competition among the company's salesmen, sales managers and other department heads.

"Anything that we can do to stir up the men is good for business," said he, "but it should be the rule to get the best out of men, not the most. We try to find the best men in the organization and to do this we use competitive methods. We believe that the good men are the men who want to win. The trouble is how to reward the exceptional man, and in order to do this we estimate the work that should be done. It is carefully worked out and we give much thought and attention to it."

Mr. Cottingham gave an outline of the plan, which consists of crediting the salesmen and managers with a certain number of points for results produced. At the close of the year prizes are awarded. The highest "top-notch" may get over \$500 in cash for exceptional work. Mr. Cottingham stated that over \$25,000 is annually distributed in this manner and he says he believes it is money well invested.

About 150 members and guests of the Pilgrim Publicity Association attended the luncheon.

U. S. Agents to Work with Exporters

A Washington dispatch says that Dr. E. A. Thayer, commercial agent of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, has been ordered to Chicago to confer with firms and individuals interested in Central and South American trade in canned goods, proprietary medicines, and dental and surgical supplies. Dr. Thayer, who recently completed a trip of several months in South America, has already visited several Eastern cities. From Chicago he will go to San Francisco.

J. Alexis Shriver, who has just returned from Hawaii, Japan, China, and other countries in the Far East, where he investigated the canned goods trade for the bureau, will probably visit the centers of the canning industry in the United States in the near future.

It is the purpose of the Bureau of Foreign Commerce to disseminate such information to American manufacturers as its agents obtain.

Inside Facts On Circulation

The Proof *

IN accordance with your letter of November 28th, 1913, our partner, Mr. Cuthbert, went to the office of Simmons-Boardman Publishing Company, in the Woolworth Building, on the morning following (Saturday) and presented your letter of introduction and request to audit the circulation records of the Railway Age Gazette. The President, Mr. E. A. Simmons, promptly directed that every facility for a thorough examination be placed at our disposal.

We at once made all preliminary surveys, and the work of counting and verifying was begun early on the morning of December 1st, last, and included a thorough examination of the records of

Railway Age Gazette

- (a) **Regular Weekly Edition:** (excluding the extra circulation of the Third Issue of the month)
- (b) **Engineering and Maintenance Edition:** being the Third Weekly Issue in each month.
- (c) **Mechanical Edition:** formerly the American Engineer, published monthly.

In addition to counting the stencils, we have traced the name of every subscriber to each of the three issues of the Railway Age Gazette mentioned above through the cash book and other records, and have satisfied ourselves that either the subscriptions have been received in cash, or that orders for the various issues have been placed.

Supplementary to the foregoing we personally followed two mailings from the stencil room through the press room and bindery to the Post Office, obtaining from the printers, affidavits covering the number of copies of each of the editions printed during the year 1913. We also verified the mailings by an examination of the Post Office receipts acknowledging cash paid on account of postage.

As a result of our examination **WE CERTIFY** the following circulations to be true and correct, separate and distinct:

*This audit was made by Arthur Young & Co., Certified Public Accountants, under instructions from the Standard Stoker Co., New York.

(Continued on next page)

THE PROOF

(RAILWAY AGE GAZETTE)

	Copies Paid for	Copies sent Advertisers	Complimen- tary and Ex- change Cop.	Copies Issued
RAILWAY AGE GA- ZETTE, Regular Week- ly Edition(excluding the ex- tra circulation of the third issue of the month).....	6,825	823	360	8,008
RAILWAY AGE GA- ZETTE, Engineering and Maintenance Edi- tion, issued to special sub- scribers of that issue not in- cluded above	2,015			2,015
TOTAL CIRCULATION OF THE RAILWAY AGE GAZETTE.....	8,840	823	360	10,023
RAILWAY AGE GA- ZETTE, Mechanical Edition.....	3,827	173	56	4,056

The above figures do not include copies used by the publishers as samples and for office distribution.

Railway Age Gazette

Regular Weekly Edition and Engineering and Maintenance Edition

Attached to this report will be found copies of the printers' affidavits (referred to above), from one of which it will be seen that they have printed since January 1, 1913, down to and including December 5th, last, 423,725 copies of the last mentioned editions of the Railway Age Gazette.

It would appear, therefore, that

The Average Number of Copies Per Issue Printed Was 8,648

Attached to this Report will be found two schedules showing the above circulations distributed geographically.

The Annual Subscription Price of the Railway Age Gazette, Weekly Edition is \$5.00 to the United States and Mexico, except when the twelve daily issues are omitted, in which case, the price is \$4.00; to Canada it is \$6.00, and \$8.00 to Foreign Countries. The price to the public is net and subject to no discount whatsoever.

The yearly subscription price of the Engineering and Maintenance Edition is \$1.00 per year to North America, and \$2.00 per year abroad.

The Company's records show that all of the above prices are being uniformly maintained.

(Continued on next page)

THE PROOF

(RAILWAY AGE GAZETTE)

Regular Weekly and Eng. and Maint. Editions Geographical statement of circulation—December 1, 1913.

State or Country	Circulation of Regular Weekly Edition	Extra Circulation of Engineering & Maint. Edition	Combined Circulation
Alabama.....	56	26	82
Alaska.....	3	...	3
Arizona.....	44	15	59
Arkansas.....	38	21	59
California.....	235	50	285
Colorado.....	73	17	90
Connecticut.....	85	22	107
Delaware.....	28	2	30
District of Columbia.....	55	5	60
Florida.....	31	15	46
Georgia.....	86	43	129
Idaho.....	21	14	35
Illinois.....	719	130	849
Indiana.....	157	39	196
Iowa.....	107	86	193
Kansas.....	97	62	159
Kentucky.....	68	33	101
Louisiana.....	59	11	70
Maine.....	35	17	52
Maryland.....	120	10	130
Massachusetts.....	194	46	240
Michigan.....	140	48	188
Minnesota.....	147	50	197
Mississippi.....	33	25	58
Missouri.....	252	104	356
Montana.....	39	15	54
Nebraska.....	110	51	161
Nevada.....	21	6	27
New Hampshire.....	24	15	39
New Jersey.....	124	25	149
New Mexico.....	26	19	45
New York.....	737	115	852
North Carolina.....	50	23	73
North Dakota.....	18	7	25
Ohio.....	336	106	442
Oklahoma.....	49	25	74
Oregon.....	65	12	77
Pennsylvania.....	806	125	931
Rhode Island.....	20	9	29
South Carolina.....	18	7	25
South Dakota.....	15	24	39
Tennessee.....	110	20	130
Texas.....	223	76	299
Utah.....	37	13	50
Vermont.....	27	15	42
Virginia.....	137	38	175
Washington.....	85	22	107
West Virginia.....	75	42	117
Wisconsin.....	94	54	148
Wyoming.....	20	12	32
Canada.....	209	241	450
Mexico.....	43	2	45
Hawaii.....	1	2	3
Porto Rico.....	4	..	4
Foreign.....	217	3	220
Total Regular Subscribers.....	6,623	2,015	8,638
American News Co. Sales.....	102	..	102
Office Counter Sales.....	100	..	100
Total number cash subs.....	6,825	2,015	8,840
Advertisers' Copies.....	823	..	823
Exchanges.....	289	..	289
Complimentary (Corresps.).....	71	..	71
TOTAL CIRCULATION.....	8,008	2,015	10,023

(Continued on next page)

T H E P R O O F

(RAILWAY AGE GAZETTE)

Railway Age Gazette Mechanical Edition

Formerly the American Engineer,
published monthly

IN December, 1911, the Simmons-Boardman Publishing Company bought the "American Engineer and Railroad Journal" (established in 1832), and consolidated it with the Shop Edition of the Railway Age Gazette, and changed the name to that designated above. The Edition is published monthly, and, as certified above, has a separate subscription list. We have compared the respective mailing lists of the Railway Age Gazette, Regular Weekly Edition, and the Railway Age Gazette, Mechanical Edition, and have found that only 547 subscribers appear in both lists.

One of the affidavits already referred to discloses the fact that there was printed of the Mechanical Edition from January 18th to December 6th, 1913, inclusive, 54,750 copies. It would appear, therefore that

**the average number of copies per issue
printed was 4,562**

The yearly subscription price of the Mechanical Edition to the public is \$2.00 per year to North America, and \$3.00 per year abroad. The Company's records show that these prices are being uniformly maintained.

(Continued on next page)

THE PROOF

(RAILWAY AGE GAZETTE)

Railway Age Gazette

Mechanical Edition

Geographical Statement of Circulation, December 1, 1913.

State or Country	Circulation	State or Country	Circulation
Alabama.....	19	Oregon.....	26
Alaska.....	2	Pennsylvania.....	445
Arizona.....	18	Rhode Island.....	7
Arkansas.....	21	South Carolina.....	6
California.....	104	South Dakota.....	14
Colorado.....	33	Tennessee.....	36
Connecticut.....	29	Texas.....	123
District of Columbia.....	13	Utah.....	7
Delaware.....	10	Vermont.....	5
Florida.....	4	Virginia.....	81
Georgia.....	53	Washington.....	24
Idaho.....	19	West Virginia.....	46
Illinois.....	270	Wisconsin.....	68
Indiana.....	100	Wyoming.....	43
Iowa.....	110	Canada.....	227
Kansas.....	142	Mexico.....	13
Kentucky.....	37	Hawaii.....	7
Louisiana.....	13	Foreign.....	260
Maine.....	14	Total Regular Sub.....	3,638
Maryland.....	57		
Massachusetts.....	83	Amer. News Co. (without	
Michigan.....	61	return privilege).....	39
Minnesota.....	112	Office Counter Sales (Ap-	
Mississippi.....	16	proximate Average)....	150
Missouri.....	105		
Montana.....	19	Total number for which	
Nebraska.....	103	the company receives	
Nevada.....	10	cash.....	3,827
New Hampshire.....	9		
New Jersey.....	64	Advertisers' Copies.....	173
New Mexico.....	46	Exchanges.....	27
New York.....	299	Complimentary (Corres-	
North Carolina.....	29	pondents).....	29
North Dakota.....	7		
Ohio.....	154	TOTAL CIRCULATION 4,056	
Oklahoma.....	15		

(Continued on next page)

THE PROOF

(RAILWAY AGE GAZETTE)

Daily Issues

The Railway Age Gazette publishes each year twelve (12) daily issues—four (4) in March, in connection with the Annual Convention of the American Railway Engineering Association, and eight (8) in June, at the time of the Annual Conventions of the Master Car Builders' and the American Railway Master Mechanics' Associations. In 1913 the former were printed in Chicago, and the latter partly in New York and partly in Philadelphia. All subscribers to the weekly edition (including those who get the third issue of the monthly only), are entitled to copies of the March Daily; while the eight June Dailies are included in all subscriptions to the Weekly Edition (but not included in the subscription to the Engineering & Maintenance Edition). All subscriptions to the Mechanical Edition also include these eight June Dailies.

The publishers' and printers' records show :

- (1) That of the four March Daily Issues, 42,975 copies were printed—an average of 10,743 copies per day.
- (2) That of the eight June Daily Issues, 72,600 copies were printed—an average of 9,075 copies per day.

None of these Daily Issues has been included in arriving at the average weekly circulation of the Railway Age Gazette quoted in the earlier part of this report.

In conclusion allow us to express our appreciation of the willing assistance, cooperation and uniform courtesy with which we have been treated throughout the course of an examination which from its very nature must have proved extremely tedious and trying to the officers and representatives of the company with whom we came in contact. We are,

Yours faithfully,

February 2, 1914.

Certified Public Accountants.

A copy of the complete audit will be sent upon request.

SIMMONS-BOARDMAN PUBLISHING CO.
New York Chicago Cleveland

Predatory Price-Cutting as Unfair Trade

By E. S. Rogers

Of the Chicago Bar. Lecturer at Univ. of Michigan

THE methods of the unfair trader are as many and various as the highly specialized ingenuity of a dishonest schemer can invent. The designation "unfair competition" or "unfair trade" seems to have been adopted as a convenient description of offences against commercial morals not included in trade-mark infringement.

It was for many years assumed that unless a technical trade-mark were violated, no relief could be had. It was soon demonstrated that the acceptance of any such rule opened the door to all manner of commercial knavery, and at an early day judges with consciences and a proper sense of sportsmanship began to decide cases in favor of the complainant which were in no sense trade-mark cases, but where the defendant's conduct involved precisely the same wrong—the sale of one trader's goods as those of another—the result being accomplished by some ingenious contrivance, the deceptive use of personal, geographical or descriptive names, imitated labels or form of package or in some of the infinity of ways which enable one trader to represent his goods as those of a competitor, whose reputation is better and whose trade he covets. The digesters and text-writers at first were puzzled to know where to classify such cases. The author of a textbook on trade-marks would devote a chapter to "Cases analogous to trade-marks" and put them there. Finally, the term "unfair competition" was adopted (perhaps from the French *Concurrence Déloyale*) and has since been used to describe that class of wrongs where

by artifice one trader's goods are sold as and for another's. Probably the phrase "passing off" commonly used in England more correctly describes the wrong as we now understand it in this country than "unfair competition," but "unfair competition" is the preferable designation if it can be given the meaning that, as a part of the English language, it ought to have—that it includes not alone "passing off" but any conduct on the part of one trader which tends unnecessarily to injure another in his business. Universally in this country, until very recently, "unfair competition" was assumed to involve the element of actual or constructive fraud—a misrepresentation, express or implied, concerning the commercial origin of goods. This was so whether the false representation in that respect affected a single trader or a group, for in either event there was deception of the public coupled with damage to the business good will of the individual or group. The wrong may consist, as it does in the common case, where an article is falsely represented to be the product of an individual whose goods are sought after because of public belief in their excellence, in diverting custom to the pirate which would otherwise have gone to the reputable producer. The same wrong, less centralized, may also be perpetrated, where the false representation concerns geographical origin, by the false use of a reputable place name.

It is well recognized at the present time, though there are some earlier cases to the contrary, that the manufacturer of a product in a certain district has a right as against a person not manufacturing in that district to the use of the name of the district. All or any rightfully and truthfully us-

ing the place name may sue. One of a number of truthful users of a personal name has a right to stop a person from the false use of the same name and to be compensated in damages proportionately to his interest in the subject matter. A person who is rightfully using the generic name of a patented product has a right to stop a person falsely using the name or using the name in connection with a different product. This probably applies as well to the use of generic names of unpatented articles, that is to say, the manufacturer of an article under a name indicative of a reputable class of goods may stop persons from using the name on goods not of the class where the false representation is sufficiently specific to involve origin as well as class.

On the same principle members of societies have a right to stop the use of the name of the society or its emblem or label by persons not members and not entitled to use these various things.

These cases all proceed upon the theory that a community mark represents the reputation or good will of those making up the community or group, that anyone of them has a sufficient interest to stop a wrongful use by an outsider, and that it is wrong by misrepresentation to steal away the customers of an individual trader or of a group of traders.

A trade-mark is not a name or device in the abstract, but is a means applied to goods to indicate their commercial origin. It does not exist as an extrinsic thing. When applied to merchandise, a trade-mark is of value exactly as the information it conveys or implies is of value. If it is valuable that the public should know that a certain article is produced by a certain trader, then the trade-mark or other thing by which this information is conveyed is of equal value. The value, however, is not in the trade-mark but in the mark plus the information it conveys concerning the origin of the merchandise to which it is applied—the trade-mark as symbolizing a business

good will or reputation, and it is the good will or reputation which is the property not the symbol as a separate thing.

It seems as if good will in this connection is more a sentiment than the thing we commonly run across in judicial opinions. Good will, to define it inexactly, is the friendliness which a consumer may have toward a particular trader's goods. It is that friendliness which induces him to buy one product rather than another. In order that his inclination toward a particular article may be exercised it is necessary that he be furnished the means of distinguishing the thing he wants to buy from others of a similar kind. Therefore, the trade-mark, or whatever it is that enables the purchaser to pick out from among others the thing that he wants, is with him, at least, the embodiment of the friendliness or good will which he has toward that product. The probability of successive purchases is what the courts call good will.

The theory of all the cases adjoining trade-mark infringement, as well as those restraining the diversion of the business of one trader to another by artifice or contrivance, by means of which a false representation concerning the commercial origin of merchandise is made, is that every trader is entitled to the first reward of his honesty, skill or enterprise; that if his product has a reputation and is preferred by purchasers to the goods of others, he has a right to every benefit which ensues from that fact. He has the right to take advantage of this public preference for his goods, and by a trade-mark or otherwise to announce to the public the fact of their origin with him and thus visibly to symbolize and perpetuate his reputation. In short, that the good will which he has created belongs to him alone, and that attempts by others to divert it to themselves are wrongful.

It would seem as if the damage to good will rather than deception of the public is really the important thing, which induces the courts to interfere in trade-mark in-

fringement and passing off cases. Whether or not the defendant's conduct is calculated to deceive the public into the belief that his goods are the complainant's is, of course, a material inquiry, because if this false representation is being made, the complainant is certainly damaged for he is in danger of having his customers decoyed away from him by the defendant's misrepresentations and "thus the custom and advantages to which the enterprise and skill of the first appropriator have given him a just right are abstracted for another's use, and this is done by deceiving the public, by inducing the public to purchase the goods and manufactures of one person supposing them to be those of another." But it would seem that it is the abstraction for another's use of the custom and advantages to which the enterprise and skill of the first appropriator have given him a just right that gives the right of action rather than the means by which this is accomplished. Public deception cannot be an indispensable element. Deception of the public without more is not a ground for private action. "Somebody," said Lord Justice James, "has a right to say, 'You must not use a name, whether fictitious or real, or a description, whether true or not, which is intended to represent, or calculated to represent, to the world that your business is my business, and therefore deprive me by a fraudulent misstatement of yours from the profits of the business which would otherwise come to me.' That is the sole principle on which the court interferes. The court interferes solely for the purpose of protecting the owner of a trade or business from a fraudulent invasion of that business by somebody else. It does not interfere to prevent the world outside from being misled into anything." Of course fraud does not necessarily mean intentional fraud. The element of actual fraud has long ceased to be important. While it has frequently been said that fraud is the essence of the offense, this can mean no more than constructive

fraud. Here, as elsewhere, men are presumed to intend the natural consequences of their acts. "The act, however innocent, is considered constructively fraudulent if the result would tend to unfair trade, to confusion of goods and to interference with the rights of another." That a trader cannot be legally injured in his business good will, except by stealing his customers away from him by deceit, cannot be the law. It is the damage, not the manner of it, which is important.

If deception of the public coupled with damage to the business of a particular trader or group of traders is actionable, and deception of the public without damage to such business is not actionable, then it would seem as if it is the element of damage to business that is important rather than the deception of the public; that depriving him of his customers by deceiving them is only one method of unnecessarily injuring a man in his business, and that other conduct on the part of one trader not involving deception of the public, if it results in unnecessary damage to the business of another, ought as well to be capable of redress. It would seem as if relief should depend, not on the element of public deception, but upon the answer to the query, —is business or good will being diverted from one who has created it, to his injury and to the benefit of the parasite? If it is being taken away, whether by fraud or otherwise, so that its value to its creator is sensibly diminished, why should he not have redress? Why make sneak thievery a crime and legalize highway robbery?

WHY UNIFORM PRICES ARE INDISPENSABLE

Take a common case of price-cutting. An article of recognized merit has an established retail price fixed by the producer of it. It is extensively advertised. The price is known. It is a reasonable price or at least is believed to be by the public or it would not be paid. Under modern trade and advertising conditions articles



The Evansville Courier

Evansville, Indiana, is booming. The city is becoming a great trade center. Its development has been remarkable. It's steady progress all last year and still continuing, is set out most emphatically and convincingly in THE COURIER'S INDUSTRIAL EDITION. If you are interested in Evansville we will gladly send you a reply.

As an indication of the condition of things in Evansville we quote a few heads of articles that appear in the edition:

Evansville an Inland Seaport.

Factory Gain is Marvelous—Expenditures made by established industries provide 2,000 new jobs. All records smashed.

Engine Plant World's Finest—New Hercules Plant covers three city blocks and employs 600 men at good wages.

Half a Million goes into Clubs—Remarkable Growth in Good Fellowship and Fraternal Spirit.

Bank Deposits Over Twenty Millions—City's Bank Clearings for Year Set Record and Reflect Material Progress.

Year 1913 a Record Breaker in Building Improvement Cost.

Retail Trade Exhibits Great Growth.

City Expands as Jobbing Center. City Gains Half a Thousand Homes.

Etc., etc., etc.

THE COURIER is Evansville's great, strong, clean, influential newspaper. Leads in every way.

May we tell you more about both the town and the publication?

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

must be nationally distributed. They must be in the hands of as many retail dealers as possible. The effect of an advertisement of a particular article is not lasting. It creates an immediate impulse to buy or it is of little use. For the advertiser to have a return on his advertising expenditure, the potential purchaser must be able to obey the impulse while he has it. It must not be permitted to wear off. The price of the article must be stated so that the reader of the advertisement may know that it is within his means but, most important of all, while he is in the notion he must be able to buy the thing at the time he wants it at the first shop he sees. He must be made to feel that he can get it at one place as cheaply as another, otherwise he will shop around for a bargain and in the meantime he forgets; the impulse to buy that particular article has evaporated. Therefore, with national advertising, general distribution and uniform prices are indispensable. The retail dealer in such an article need make no effort to sell it. It sells itself. The producer's advertising sends purchasers to his store. The established price guarantees a profit. The dealer is merely an inactive conduit to get the article into the hands of the purchaser. He creates nothing, he need do nothing. His customers, as far as that particular advertised article is concerned, are sent to him by the producer.

THEORY UNDERLYING PRICE CUTTING

After the reputation and popularity of a nationally advertised and thoroughly distributed article are established, everyone who knows the article knows its retail price. The consumer knows it as well as he knows the price of a dollar bill. A retail dealer then, for the purpose of attracting custom to himself, advertises and sells the article at a price conspicuously lower than the established and recognized price. Frequently this price is cost or below, the expectation being that any direct loss sustained will more than be made up by the value

of the advertising received and in the sale at enhanced prices of other articles whose prices are not known. A dealer, for example, can well afford to sell for sixty-nine cents a watch which is advertised by its producer as a dollar watch, and which every one else in his town sells at a dollar, if he can, at the same time, sell for a dollar, a fifty cent chain, or give to the public the impression that he is able to sell everything he deals in thirty-one cents cheaper than anyone else. The public rushes to buy, not because a watch is advertised at sixty-nine cents, but because a particular watch under a well-known trade-mark, which is known to be universally sold at a dollar and believed to be worth it, is offered by this particular dealer at sixty-nine cents. In short, it is the utilization by the dealer of the good will of the producer that makes the situation possible at all. It is the localized good will of the producer in the community in which the retailer does business that makes cutting of prices on the producer's goods worth while. It is the knowledge of the public that the producer's goods have the value which the producer has set upon them, by fixing the price that makes their sale at cut-prices attractive.

One cut-price sale invariably provokes others in retaliation. Where one dealer cuts the price of a dollar watch to sixty-nine cents, his neighbor, not to be outdone, advertises at fifty-nine cents. Another then cuts to less, with the result that sooner or later, usually sooner, all the dealers in the community are forced to sell this particular watch at a price which yields no profit. The result is that purchasers are persuaded not to buy or to take an unknown article represented to be "just as good." The reputable and popular article is sold under protest or not at all. The local dealer who survives this competition is invariably a department store, or other concern of large resources, which can afford to do business for a time at a loss. The effect of a cut-rate war on the producer, whose well advertised



So that you may know **OLD HAMPSHIRE BOND**, we will gladly send you some sample sheets showing examples of modern letter headings. Better still, enclose 10 cents in stamps and we'll mail you a liberal sample box of **OLD HAMPSHIRE BOND SEMI-BUSINESS STATIONERY**—a form of paper and envelopes which every business man should have both in his office and at home, for there are many letters that should express a feeling impossible to secure from business stationery.

HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively

Six Days Shalt Thou Labor But on the Seventh—What!

Rest—read—relax and review the week just passed and plan the week to come. Sunday, the

day of all days, when every member of the home has leisure to read,—to be interested,—to be "sold." For interest awakened leads to desire—desire carried our leads to consumer demand, and consumer demand is what the advertiser wants and pays for.

Due to this sane and simple law of demand, Sunday magazines are coming into their own. They combine economical cost, newspaper concentration with magazine life and contents, yet their growth would have been more rapid had they bettered the quality of their appeal by a more careful selection of writers and artists.

We, of the American Sunday Magazine, claim we have done this. Note the page opposite and pass judgment. Quantity plus quality—can we do more?

And It Goes Into Over 2,200,000 Homes



**Some Examples of the
Editorial Matter of
Quality now appearing
in Current Issues of the
American Sunday
Magazine.**

Cover.....*Harrison Fisher*

The Better Man *Robert W. Chambers*
Illustrated by
Jas. Montgomery Flagg.

When the Lid Was On *David Graham Phillips*
Illustrated by *A. B. Wenzell.*

35's Daughter *Detective W. J. Burns*
Illustrated by *G. Patrick Nelson.*

A Song of Sixpence *Fred Arnold Kummer*
Illustrated by
Howard Chandler Christy.

How I Made My First Dollar
Fres. Woodrow Wilson and Cabinet.

The Big Deal.....*Bruno Lessing*
Illustrated by *M. Leone Bracker.*

The Purpose of Miss de Hagon
E. Phillips Oppenheim
Illustrated by *Will Foster.*

Valdes Journal..*Robt. W. Chambers*
Illustrated by *Chas. Dana Gibson.*

Jennie Pearl of the Ballet
Compton Mackenzie
Illustrated by *André Castaigne.*



Robert W. Chambers



Jas. Montgomery Flagg



A. B. Wenzell



W. J. Burns



Chas. Dana Gibson



Compton Mackenzie



Harrison Fisher

American Sunday (Monthly) Magazine

220 Fifth Avenue
New York City

908 Hearst Building
Chicago, Ill.

EXPERT TESTIMONY BY THE MOVIES



In this important case moving pictures were called into court to give expert testimony.

They gave the court a more graphic idea of actual conditions than could be obtained in any other way. They can be used to give storekeepers and the public a clearer, more valuable conception of your plant and your methods than volumes of ordinary photographs and reams of descriptive conversation. For these people can't go to your plant. Take it to them.

Ask us for particulars about using this most modern way of merchandizing your goods.

HAROLD IVES COMPANY

INCORPORATED

Metropolitan Building
ONE MADISON AVENUE
NEW YORK CITY

and reputable product was the subject of the first attack, is disastrous. Through no fault of his own he is deprived of the distribution of his goods in the community. His market is taken away from him for no reason except that his reputation is good and his products in demand, are of recognized value and known to be worth the price he asks. His advertising expenditure is wasted because ineffective. Purchasers with the impulse to buy cannot gratify it, and it is manifest that such conditions, if at all extensive, will ruin any business. The public are not benefited because, even if for a while they are able to get an article of recognized value at a cut price, soon they cannot get it at all, or only at great inconvenience.

The first step in this progress of destruction is the utilization, without permission, of the producer's good will for another's private gain, resulting in damage. The result is the same as if the producer's good will were taken away from him by fraud. The effect is identical as if the element of deception, as in ordinary cases of unfair competition, were present.

The law of unfair competition has been extended in the last twenty years to include the suppression of all deceptive artifices by which one trader's customers are taken away from him and transferred to another. The element of deception cannot be the sole consideration. The real injury and the only thing which gives a private right of action is the damage to the business good will of the original trader, and its unlicensed utilization by a competitor to his own advantage.

Of late years the courts, in their efforts to circumvent the ingenuity of trade parasites, have begun to enjoin acts of unsportsmanlike dealing, not involving the element of deception,—the duplication of talking machine records, putting of advertising inserts in newspapers by outsiders, and the like, on the ground that this is a diversion of business good will from the creator of it to one who

seeks to utilize it for his own benefit. It would seem that predatory price-cutting ought to be included in this category.

The effect of malice on otherwise lawful acts is a topic which has provoked endless discussion. In the present instance there is no occasion to become entangled with the subtleties connected with the words "malice" and "maliciously." Conceding that the intent with which an act is done is an important consideration where the act is lawful, it is of no consequence where the act is unlawful, and the unauthorized appropriation by a person who has had no hand in its creation of the business good will of another, to his own advantage and the creator's disadvantage and possible ruin, cannot be a lawful act.

It would seem as if an early development of the law ought to be in the direction of putting a stop to predatory price-cutting. Of course it must be conceded that the fixing of prices, except perhaps in cases of agency or consignment, cannot be accomplished by contract or, where goods have been sold, by licenses under patents. The essence of the situation here under discussion is not the propriety, legality or necessity of fixing prices. It is in the unnecessary doing of an act calculated to injure and resulting in injury with respect to that most subtle of property rights, business good will. That such conduct is felt to be a real menace is shown by the fact that in at least two widely separated localities it has been made the subject of statutory prohibition. There is a section of the Danish Statute dealing with illegal marking of goods and unfair trading which expressly forbids price-cutting, and a recent New Jersey Statute is broad enough to cover it. The Tribunal of Commerce of Brussels (March, 1905), has held certain phases of price-cutting to amount to unfair trading.

The opponents of efforts to fix and maintain prices invariably contend that where an article is purchased, title passes and control over it by the seller is gone;

that it is the property of the purchasing dealer to do with as he pleases. This has long been the favorite argument of those who justify the perpetration of unfair trading by the use of personal names or by the deceptive use of other devices in which no exclusive right can be maintained. A man's name is undeniably his own property, but he is not permitted to use his own property, whether it be his personal name, or any thing else he may own, in such a way as unnecessarily to cause damage to his neighbor. Ownership is not a license to injure another. Sixteen String Jack, whose operations on Houndslow Heath have made him immortal, doubtless owned the black mask and pistol which were the necessary tools of his occupation. A man with his own rifle may lawfully shoot at a target. He ought not in all conscience, however, to be permitted to pot his neighbors and defend on the ground that he owns the gun.

If it be objected that relief against injurious price-cutting would be novel, it may be recalled that Lord Hardwicke in 1742 refused to enjoin the imitation of a trade-mark on that ground says:

"Every particular trader has some particular mark or stamp, but I do not know of any instance of granting an injunction here to restrain one trader from using the same mark with another, and I think it would be of mischievous consequence to do it. . . . An objection has been made that the defendant in using this mark prejudices the plaintiff by taking away his customers, but there is no more weight in this than there would be to an objection to one inn-keeper setting up the same sign with another."

It will also be recalled that in 1891 Mr. Justice Bradley declined to enjoin the false use of a geographical name at the suit of one truthfully using it, on the ground that to grant such relief "would open a Pandora's box of vexatious litigation." Because a notion is new it is not necessarily unsound. It has always been the boast of courts of equity that they adjust

themselves to modern instances and as new wrongs develop new remedies will be applied or old remedies will be enlarged to meet the changed conditions.

It must be remembered that the common law is the result of growth, and that its development has been determined by the social needs of the community which it governs. It is the resultant of conflicting social forces, and those forces which are for the time dominant leave their impress upon the law. It is of judicial origin, and seeks to establish doctrines and rules for the determination, protection and enforcement of legal rights. Manifestly it must change as society changes and new rights are recognized. To be an efficient instrument, and not a mere abstraction, it must gradually adapt itself to changed conditions. Necessarily its form and substance has been greatly affected by prevalent economic theories. For generations there has been a practical agreement upon the proposition that competition in trade and business is desirable, and this idea has found expression in the decisions of the courts as well as in statutes. But it has led to grievous and manifold wrongs to individuals, and many courts have manifested an earnest desire to protect the individuals from the evils which result from unrestrained business competition. The problem has been to so adjust matters as to preserve the principle of competition, and yet guard against its abuse to the unnecessary injury to the individual. So the principle that a man may use his own property according to his own needs and desires, while true in the abstract, is subject to many limitations in the concrete. Men cannot always, in civilized society, be allowed to use their own property as their interests or desires may dictate without reference to the fact that they have neighbors whose rights are as sacred as their own. The existence and well being of society requires that each and every person shall conduct himself consistently with the fact that he is a social and reasonable person.

The Uses of the "Built-Up" Photograph

How a Little Ingenuity Can Provide a Good Illustration by Combining Parts of Several Scenes—The Method of Building Up Shown in the Making of a Catalogue Cover

By E. T. Naylor

"BUILT-UP" photographs often provide the answer to a hard illustrating problem. Let us assume that the copy calls for a photographic illustration. But search as he may, the advertiser cannot find any *one* photograph which would serve the purpose. In such a situation several photographs, or portions of several photographs, may be used to produce one illustration.

As an example of this, see Fig. 1, the center panel of which is made up of four separate photographs.

In this instance the advertiser wanted to show a lawn view, stipulating that he wanted a photograph that showed a well-kept lawn; that the picture should include a good-looking house, a planting of shrubs around the house or grounds; also a good tree effect; in addition to which the picture should show "life," preferably children.

It may seem quite simple to secure such a photograph from individuals or firms who handle them. But it is not, as will be shown.

Also, it might appear easy for one to go out and take such a photograph. To find the right spot, however, is an entirely different matter. In addition, such a picture may be needed in a season, at a time or place when it

would be impossible to take the picture if the right spot were found.

In the above instance a careful search was made through the files of a concern having many thousand outdoor photographs, a firm that is the foremost in this work; yet the desired picture could not be found.

To produce for the advertiser exactly the kind of illustration he wanted, it became necessary to combine several photographs. Four pictures were selected.

Fig. 2 was decided upon as the basis, the one on which to build. The photographs were all 8 by 10 prints.

As it would be necessary to do considerable cutting out and pasting down of portions of each picture, and as the halftone would be about the same size as the 8 by 10 prints, enlargements were made; that the patching should not be apparent in the engraving. The reduction by the engraver of the final copy, the enlarged photographs, to the cut size would elim-

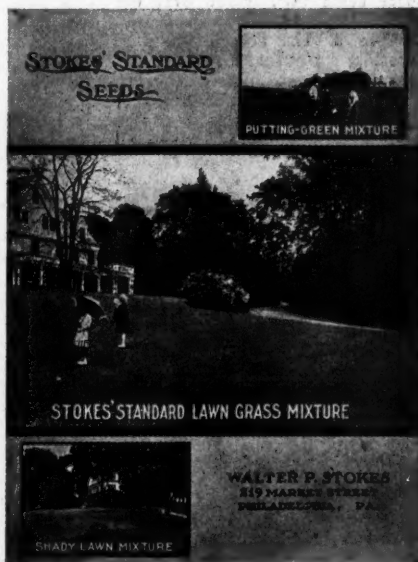


FIG. 1—COVER OF CATALOGUE SHOWING "BUILT-UP" PICTURE OF LAWN AND HOUSE



FIG. 2—ORIGINAL PHOTOGRAPH OF LAWN SHOWN IN FIG. 1 *

inate any patch lines that would otherwise show.

First, Fig. 2 was enlarged to 20 inches wide. This picture showed a good-looking house, fine trees and a satisfactory planting of shrubs. The lawn, however, would not do, as bare spots were apparent in the foreground.

To remedy this, a second photograph of a fine lawn was used, Fig. 3, this also being enlarged to 20 inches wide.

A tracing was then made of the entire lawn space on Fig. 2, this space being then traced over the lawn of photograph Fig. 3, the good lawn. This portion was then carefully cut out with scissors and pasted down, completely covering the poor lawn shown in Fig. 2.

This then showed two photographs combined and made an excellent picture. However, the "life"—the children—was missing.

Fig. 4, an 8 by 10 print, was then selected to show one little girl. It was necessary to make a reduced print of this to get the figure of a proportion to fit in



FIG. 3—PHOTO USED IN COMBINATION WITH FIG. 2



FIG. 4—AS ONE FIGURE ORIGINALLY APPEARED

correctly on the lawn. In the original picture the little girl was larger than the house.

The reduced print being made, the child was carefully cut out and pasted down on the lawn as shown in Fig. 1.

That this little girl might not appear lonesome, another 8 by 10



FIG. 5—THE SECOND FIGURE WAS TAKEN FROM THIS PHOTOGRAPH

Power rather than Grace

Automobilously speaking, we regard advertising as a *truck* rather than as a *pleasure car*. Our critical question regarding an advertisement is "What will be its effect?" rather than, "How beautiful is it?"

Occasionally, sheer beauty of treatment is effective as a selling force; when it is, we try to get it. Sometimes, on the other hand, a pastel by Henri de Gorgonzola is not half as dynamic as a simple, commercial drawing by Mike Sweeney.

The advertising done by us is hardly ever commented on as "clever." We are not at all the idols of "students of advertising". But we observe that where our clients' advertising comes in competition with that of *their* competitors, the bacon is very apt to be brought home on our "truck."

All of which will be unintelligible except to the people it is meant for.

F. Wallis Armstrong Company
Philadelphia

"The cost of putting Munsey's Magazine to press for the year 1914 will average approximately twenty thousand dollars a number—practically a quarter of a million dollars for twelve issues. This does not include a pound of paper, and does not include the presswork or binding."

Frank A. Munsey

In the February Issue

MUNSEY'S MAGAZINE

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The Complete Novel

Louis Joseph Vance

THE LONE WOLF

With eleven illustrations by R. F. Schickel

ISSUED MONTHLY BY THE FRANK A. MUNSEY COMPANY
175 N. 4TH AVENUE, NEW YORK, AND TEMPLE HOUSE, TEMPLE AVENUE, LONDON, E.C. 4
Copyright, 1914, by The Frank A. Munsey Company
Single Copies, 10c.

Another \$20,000 issue of MUNSEY'S MAGAZINE

STUDY the contents page! It answers every vital question relative to the character of a magazine.

The contents page opposite, which cost approximately \$20,000 to produce before a sheet of paper went to press, reflects a publication of unusual popular appeal.

Every issue of MUNSEY'S MAGAZINE, since the adoption of the policy of printing a full book-length novel each month, has shown an increase in circulation over the corresponding month of the previous year. It is increasing in sales even more rapidly than we had anticipated.

In view of this rapidly growing distribution, there is not a more effective advertising value offered today, because every reader added to THE MUNSEY is attracted by no inducement save that of a genuinely interesting magazine.

The Frank A. Munsey Company

Commercial National Bank
Building, CHICAGO

175 Fifth Avenue
NEW YORK

photograph was picked, Fig. 5. As with Fig. 4, a reduced print was necessary to agree with the proportions of the first child, as there was considerable difference in size between the two children in the original 8 by 10 prints.

The second child was then cut



FIG. 6—ANOTHER ILLUSTRATED AD BUILT-UP FROM FOUR SEPARATE PHOTOGRAPHS

out and pasted down on the lawn, as shown in Fig. 1, the completed illustration.

This method of producing illustrations can be adapted to many lines of business. It is less costly than special illustrations. In addition, by correct handling it assures the advertiser of the kind of illustrations he wants and should have.

As a final example, see Fig. 6, a four-color halftone insert in a catalogue.

This picture was also made up of four separate photographs. The large tree is one photograph, each of the smaller trees being cut from separate photographs, and the hedge being taken from the fourth photograph. The same method was used to produce this picture as was used in the foregoing example.

"Free" vs. "Unfair" Competition

THE following is a reprint of part of an editorial which appears in *The Outlook* for February 7. The article referred to "by a New York lawyer" was written by Harry D. Nims, who drafted the PRINTERS' INK Statute, and was published in the same issue with the editorial quoted:

"Public opinion has so developed during the last ten years that rich man, poor man, consumer, producer, manufacturer, and financier are now unanimously agreed that unrighteous monopoly is an individual and social evil to be forbidden and suppressed by the Government. This is an admirable achievement. But in the warfare—for it has been warfare which has produced this achievement—there has been used a shibboleth which has had a confusing effect even upon men of intelligence and the best intentions. "Free competition" is this shibboleth. It has been used even by men of the best intentions to defend commercial practices which constitute unfair competition. In an article on another page a New York lawyer, who has made a special study of the subject defines unfair competition and shows what has been the attitude towards it of the courts and governments of other nations. Among those who have been the first to feel the harmful effects of unfair competition are the manufacturers of nationally advertised goods. They claim that cut prices of these nationally advertised articles is an injustice to them and is harmful to the consumer. We think they are right. "To prohibit unfair retail prices of nationally advertised articles is not a violation of free competition. If *The Outlook* maintains its retail price everywhere of ten cents and the paper is not worth ten cents, some other publisher will come along with either a better paper at the same price or an equally good paper at a less price. That is the principle of free competition. What unrighteous mo-

nopoly has done is to prevent or to endeavor to prevent the other publisher from his free opportunity to compete.

"Judging from the bills to regulate business which have been introduced into Congress by the Administration, we think the Administration is itself suffering from this confusion of thought. It does not distinguish unfair competition from free competition. How can the two things be distinguished? How can you forbid one without throttling the other?"

"The problem seems to us to be a simple one. We would have no prohibitory legislation forbidding 'cut prices,' but we would have permissive legislation allowing the manufacturer and advertiser to make a contract under the common law with the dealer that the dealer will not cut the advertised price. If the dealer breaks this contract, the manufacturer is to be permitted to refuse to do business with him, exactly as he is permitted to refuse to do business with the retailer who declines to pay his bills. This was the situation ten, fifteen, twenty-five years ago. One of the great collar-manufacturing firms of Troy was, we believe, the first to introduce this relation between the manufacturer and the retailer in the United States. It worked well and satisfactorily until some of the extreme advocates of free competition conceived the notion that a contract between a manufacturer of a specific article and the retailer of that article, was unrighteous monopoly. The way to promote free competition is to prevent a manufacturer from obtaining an artificial monopoly of all the goods in his field, at the same time permitting him to make his free agreement with the individual retailer. If it were conceivable that one manufacturer could obtain a monopoly of producing all the watches in the United States, it would, of course, be unwise and unjust to allow him to fix the retail price of a watch through the dealer. If, however, Messrs. A. & Co. fix the retail price of their watch at fifty dollars when it is worth only

twenty-five dollars, the remedy is not to permit the retailer to cut the price, but to permit another manufacturer to come in with a twenty-five dollar watch.

"We repeat, no intelligent man asks the Government to prohibit 'cut prices'; but we think the intelligence of the country does demand that the Government shall permit the private manufacturer to fix by private contract the resale price of the article which his genius has created."

Atlas Club's 1914 Frolic

The Atlas Club of Chicago at its recent annual meeting re-elected its officers of 1913 and the president re-appointed the governing board.

The entertainment committee already has in preparation the frolic for 1914 which will be given April 1. Last year the Atlas Club's actors gave a frolic called "The Truth in Advertising." This year it is planned to deal with "The Advertising Uplift." "It is felt," an advance notice of the show reads, "that this subject needs the careful investigation of examiners and auditors (across the footlights), untrammelled by any considerations whatsoever except the desire to reveal that which others might desire to have hidden."

The Atlas Club, besides its desire to increase the fraternity feeling among its own members, is endeavoring to help in the work of the "Off-the-Street" Club—a Chicago charity founded and supported almost entirely by advertising men, led by Frank H. Thomas. Last year the "Off-the-Street" Club was given one-fifth of the receipts from the frolic and also \$100 earned by an outside performance by the Atlas Club's actors.

The 1914 show will be under the musical direction of Guy C. Pierce.

University of Michigan Advertising Scholarship

Five hundred dollars has been given anonymously by a Michigan business man for the establishment of scholarship prizes to students, men or women, in the University of Michigan, who are interested in advertising.

The gift will be continued three years, and if successful, the donor will add sufficient funds to found a course in advertising. The award will be made for the first time about May 1.—*Newark News.*

Hopkins Joins Chicago Engraving Company

E. H. Hopkins has resigned as promotion manager of The Barnes-Crosby Company (engravers), Chicago, and is now advertising and sales manager of the Chicago Engraving Company.

Dangers of Proposed Label Laws

Significant Testimony before Congress Committee by Manufacturers and Private Brand Houses—Insight into Policies of a Mail-Order Watch House—Chain-Store Operator's Views

Special Washington Correspondence

ANOTHER slant upon advertising and sales conditions that might be affected should Congress pass legislation now pending was disclosed at the latest hearing before a special committee that is considering at Washington the various bills relative to compulsory labeling or trade-marking of goods by manufacturers. The Congressmen who are sitting in judgment upon the various bills which have been presented were asked by Eugene H. Garnett to view from a new angle the suggested legislation placing a ban on all watches that do not bear the name or trade-mark of the maker or manufacturer.

Mr. Garnett appeared as the representative of the Burlington Watch Company, a mail-order vendor of watch cases and watch movements. He said in part: "The pending bill provides that no watch shall be transported in interstate commerce or exported unless it contains the name or trade-mark of the maker or manufacturer. That looks very nice on its face, but it would operate practically to put an end to a large business now existing in this country. That is, there are some concerns, like the Burlington Watch Company, which I represent, that have their watch cases made in one factory, their movements made by another factory, and that sell them as assembled watches under their own name. By purchasing large quantities of watch cases and watch movements of one kind this company is able to put out a watch at a less price than any consumer can buy a watch of equal grade from any retailer in the country."

Congressman Decker: "What

harm would it do or what effect would it have upon the Burlington company's business if it not only put in the watch the name of the Burlington company, but also the name of the people who manufactured the watch?"

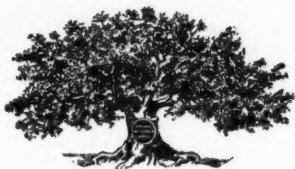
EFFECT CORRECT LABELING WOULD HAVE

The answer given jointly by Messrs. Garnett and Babson was: "We would build up their name and their trade with our advertising. We would make them stronger continually, as well as ourselves. The minute we build up anything they ask more for their trade-mark, or their name."

"If the Burlington Watch Company would sell its watch under its own name, and also under the name of the manufacturing watch companies, as soon as the Burlington company had built up a big trade in watches those companies would say to the Burlington: 'If you care to deal with us your price will be raised 15 or 20 per cent,' and the Burlington would have to pay the price or go into the open market and try to find a manufacturer who would sell a watch of like grade for the old price at which the Burlington had been doing business. But everybody knows that if you are going to advertise an article you should advertise it under your own name and for your own benefit, and not under the name of anybody else. As soon as you have done that you put yourself in the power of the man whose merchandise you have been using."

"Suppose the vendors of the Gillette razor were not the owners of that trade-mark—that name 'Gillette'—and they had spent millions of dollars to make that razor well known, and they should come to renew their contract, what would the owner of that name say? He would say: 'You have got to pay me a bigger price now; if you do not, I will sell the article myself.' I have heard it said many a time that the name 'Ivory Soap' is worth \$5,000,000, because it is known by every man, woman and child in the civilized world."

"Now, the Burlington Watch



"Unlike any other paper"

Paint is an agricultural commodity when sold to go on a farmer's barn.

In the same sense, the farmer's new automobile, his new wall-paper, his new carpet, his wife's new sewing machine, the children's new shoes, the new kitchen cabinet, are agricultural commodities, for they also are used in farm operation.

Those who sell paints and seeds and gasoline engines to farmers use the farm papers. Those who want to sell the other things that farmers use must do the same. Perhaps the best paper in which to start is

The Farm Journal

Wilmer Atkinson Co.
Washington Square
Philadelphia

Home Life

is a small town medium. Small town wants, small town hopes and ambitions are exploited therein; and, with wholesome fiction, make up the menu offered.

Looks simple, doesn't it?

But if you knew the pains taken, the effort made to "put ourselves in their place" in our endeavor to have things just right, you might not think so.

Anyhow that is our aim—to get HOME LIFE close to the small town field.

The commendatory letters from hosts of our subscribers and our large renewal percentage, satisfy us we are succeeding.

Send for a sample copy, and if further interested any information wanted will be willingly furnished.

Home Life Publishing Co.

Arthur A. Hinkley, President

Chicago

BARTON E. BUCKMAN, Adv. Mgr.,
141 West Ohio Street,
Chicago, Ill.

C. W. WILSON, Eastern Mgr.,
200 Fifth Avenue,
New York, N. Y.

Company and other companies alike situated wish to remain in a position where they can sell goods under their own name and not be compelled to exploit the name or trade-mark of somebody else. Let the public rely upon the vendor. He is creating his own reputation."

HOW BIG ADVERTISERS WOULD BE AFFECTED

Mr. Garnett asked the committee to change the pending bill by adding to the words "manufacturer or maker" the words "jobber, seller or dealer therein." He cited Marshall Field & Co. and Montgomery Ward & Co. as among the firms that sell watches under their own names. The claim was made that the Burlington company, which is fighting to preserve the full pulling power of its private brand, is doing a business of \$700,000 per year.

Bringing up the question of the Ingersoll watch, Mr. Babson, appearing for the Burlington company, said: "If this law went through the Ingersoll watch would have to be marked 'Waterbury Clock Company.' The Waterbury Clock Company manufactures watches for the Ingersoll people. The Ingersoll people understood how to advertise the goods and the Waterbury Clock Company knew how to manufacture them."

The chairman: "If the label were put on the Ingersoll watch saying, 'Ingersoll watch, manufactured by the Waterbury Clock Company,' would that induce a man wanting an Ingersoll watch not to buy it?"

Mr. Babson: "It would do this: If there was any trouble between the Waterbury Clock Company and the Ingersoll people, the Waterbury Clock Company could make the watch and have no trouble in putting it on the market very extensively. That would injure the Ingersoll company that had done the advertising."

In reply to the statements above made, Mr. McCulloch, of the American National Retail Jewelers Association, said: "Every dealer who looks into it will find he is absolutely protected in the

use of special-name goods, but under the provisions of this bill he cannot hold himself out as a manufacturer when he is not and get away with it. There is nothing to prevent you (addressing the Burlington representatives) from entering into a contract with the firm that makes your watch movements that the trade-mark they use on your movements shall be used on your movements alone, and a provision can be incorporated in the contract preventing them absolutely from using that trade-mark on watch movements sold to other customers."

URGES NATIONAL LAW AGAINST FAKE ADVERTISING

Advertising was touched upon in the testimony before the special committee by E. W. Burt, representing the Lynn shoe manufacturers. One of his remarks was: "I had hoped and it is my wish that the Government here in Washington will see its way to have a national advertising law. It is the best thing you can do to protect all the merchants and all the consumers. There are \$2,000,000 worth of shoes sold in this country through fake advertising shoe stores."

He then detailed for the committee at some length the history of the Massachusetts law against fraudulent advertising. He told of the formation of a vigilance committee and related how the Boston papers were induced to refuse fraudulent advertising. Continuing, he said: "We have been in operation exactly three weeks, and we have 27 lawsuits in cases of fraudulent advertising already. We have one against a fur company. We have a fake advertising shoe company. We have been nearly a year trying to get this man to tell the truth. In one week we had our evidence, and it is now in the hands of the district attorney. We are compelling the so-called wholesale furniture houses who are not wholesalers, but people selling at retail, to take down their signs. They are going to become lawful merchants. We are making a clean-up in the State for honest methods of doing busi-



The Memphis Commercial Appeal

"The South's Greatest Newspaper"



The unexcelled publicity medium of Memphis, a great city of remarkable achievement and grand prospects and opportunities. The center of one of the richest agricultural sections of the whole world.

If you are a manufacturer or distributor, your investigations have long ago shown you the tremendous advantage of a satisfactory occupation of this wonderful Southern and Southwestern Commercial Gateway.

THE MEMPHIS COMMERCIAL APPEAL, Daily over 57,000, Sunday over 89,000. Weekly over 95,000—entering as it does into almost every home of consequence, a purchasing potentiality in its field, makes this great, prosperous Memphis territory a most desirable one for every wide awake and progressive manufacturer of usable goods.

95% of the newspaper readers of Memphis and vicinity read the COMMERCIAL APPEAL and 95% of its city circulation is delivered right into the homes each morning by its own carriers.

Information regarding territory or publication cheerfully and promptly yours on request.

THE COMMERCIAL APPEAL MEMPHIS, TENN.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

ness. We have such laws in some States and we might just as well have them in all the States."

At another point in his testimony, Mr. Burt, who is a manufacturer and who also has retail stores, said: "I find that 75 per cent of the women do not know what they are buying. If they get a shoe equal to what they have been used to for the price they pay, they are satisfied to come back for another pair."

"In regard to stamping shoes with the manufacturer's name, I believe I am not unselfish when I say I do not think it should be done. All these shoes that I sell all over the country—and I sell as far West as San Francisco—have my name in the shoes. But there are a great many retailers that do not sell advertised shoes."

The chairman: "Why not?"

RETAILERS LOSE WHEN AGENCIES ARE TAKEN AWAY

"For the reason," replied Mr. Burt, "that they prefer to sell shoes under their own name. For instance, I sell my shoes in Milwaukee to a retailer. At the end of the year he has built up my trade in Milwaukee. I say I am not satisfied with the business, though. I say: 'You are not selling enough shoes.' He will say: 'Take them away and give them to another retailer then.' I can do that as easy as not, as my business has been built up in Milwaukee, and that retailer loses the money he has spent for advertising. I have taken back 17 agencies in the last year because they were not selling enough. They were willing I should make a change, but they had spent money which they lost."

When Mr. Burt explained at one point that he is a manufacturer, but that he also has retail stores, the chairman of the committee said: "In other words, you started to do the thing that these retail dealers are afraid will happen if the manufacturer's name is put on the shoe; that they will build up a reputation for the shoe and start large stores all over the country?"

"That is it; that is right," admitted Mr. Burt.

Further explaining his methods, the manufacturer of the "Ground Gripper" shoe said: "In some cases I put my name and in other cases I put the retailers' names in the shoes, when they want to have the shoes without my name. I am spending thousands of dollars and I want to help them. I say my shoe is not known without that name. In some cities—Chicago, Milwaukee and St. Paul, for instance—you can go and buy my shoes with both my name and the retailer's name in them." He went on to explain that where his name is placed in a shoe it is sewed inside the top of the lining. If a retailer desires his name to appear also, this second name is given the corresponding position in the opposite shoe of each pair. Mr. Burt explained to the committee that in addition to being president of the Boston Shoe Association, he operates a chain of twelve retail stores, and he declared that under present merchandising conditions it is increasingly difficult to "make good" in the retail shoe business.

With the testimony reviewed in PRINTERS' INK up to date, the hearings upon the labeling, guarantee and "pure fabric" bills come to a temporary halt, in order to allow the manufacturers and retailers of the country to be heard before the Congressional committees that are considering the various anti-trust and trade commission bills recently introduced in Congress.

Changes on New Orleans "Picayune"

L. D. Nicholson, president of the Nicholson Publishing Company, which owns the New Orleans *Daily Picayune*, has become general manager of that newspaper. Major Davis, for many years editor of the *Picayune*, has resigned and is succeeded by J. W. Bostick, who has been managing editor of the newspaper.

Charity Sampling As Advertising

Sprague, Warner & Co., a large wholesale grocery in Chicago, is receiving a great deal of publicity through the gift of 1,500 cases or 36,000 cans of canned foods to the 6,000 Chicago families in the care of the United Charities. Each family will receive six cans.

The only morning paper in San Francisco allowing no return privileges of any kind is the

San Francisco Examiner

The circulation for
JANUARY was:

DAILY average. . . 122,163
SUNDAY average . . 225,582

The advertising published
during JANUARY was:

LINES
Classified . . 330,680
Display . . 428,932
Total . . 759,612

Second paper . 490,868

EXAMINER
EXCESS . . 268,744

This year and next will be big advertising years in San Francisco

M. D. HUNTON
Eastern Representative
220 Fifth Avenue
NEW YORK

W. H. WILSON
Western Representative
909 Hearst Bldg.
CHICAGO

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXVI NO. 6

EASTER

NUMBER

APRIL

1914



Published at
AUGUSTA MAINE

Optimism and Prosperity
combine to make **COMFORT**
readers good prospects for
those who advertise in

APRIL COMFORT

PROSPERITY, resulting from a suc-
cession of big harvests and good
prices, has given our farmer readers
the **PURCHASING POWER**.

OPTIMISM, which wholly possesses
them because this winter's heavy
blanket of snow promises big crops
the coming season, has loosened
their purse-strings and will make
them **LIBERAL BUYERS** through
the spring.

April forms close March 10.

Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.,

Augusta, Maine.

NEW YORK OFFICE: 1105 Flatiron Building.
WALTER R. JENKINS, Jr., Representative

CHICAGO OFFICE: 1635 Marquette Bldg.,
FRANK H. THOMAS, Representative

The opening of our Chicago office last month with Mr. F. J. Lynch in charge, presents special interest and significance to our clients and to advertisers in general, because its establishment means another important "coaling station" where "Nordhem Company Service" will be at the command of our customers.

The real meaning of "Nordhem Company Service" and its relation to modern poster advertising cannot be told in a page advertisement. At your request (no obligation) we will send a man to tell the story, or, if you prefer, we will write it.

Ivan B. Nordhem Co.

POSTER ADVERTISING

OFFICIAL REPRESENTATIVES
POSTER ADVERTISING ASSOCIATION
UNITED STATES AND CANADA

BESSEMER BUILDING

PITTSBURGH, PA.

BRANCHES

CHICAGO, ILL.

PHILADELPHIA, PA.

BUFFALO, N. Y.

1248 Otis Bldg.

802 Chestnut Street

1044 Marine Nat'l Bank Bldg.

CINCINNATI, OHIO

CLEVELAND, OHIO

815 First Nat'l Bank Bldg.

421-23 Rockefeller Bldg.

MINNEAPOLIS, MINN.

KANSAS CITY, MO.

GRAND RAPIDS, MICH.

Metropolitan Life Bldg.

5th Floor Merry Bldg.

519-20 Murray Bldg.

Non-Challenge Copy to Avoid Argument

Waitt & Bond, Inc., Find "Read-While-You-Run" Reminder Ads Preferable to Argumentative "Reason-Why" Type in Selling Blackstone Cigars—How the Page Was Dominated—Idea Behind Copy

IN this age of diversified copy appeal—educational, suggestive, demonstrative, declarative, argu-

BANDS and boxes are not smoked. But a couple of cents of your dime pays for bands and boxes if you like that sort of investment.

WAITT & BOND **BLACKSTONE**
10 CENT CIGAR

has made its quality reputation in a homely, honest box.
It wears no pretty paper bands.

Waitt & Bond Blackstone 10 Cent Cigar
means ten cents worth of

HAVANA LONG FILLER
SUMATRA WRAPPER
ENJOY HAND CARON
SCREPULOUSLY CLEAN HANDLING

It's ten cents worth of smoke value.

VISIT THE FACTORY
WAITT & BOND, INC.
718 COLUMBUS AVE. BOSTON

THIS COPY PROVED EFFECTIVE IN NEW TERRITORY

mentative, and the others—the experiment just concluded by Waitt & Bond, Inc., cigarmakers, of Boston, Mass., is of interest.

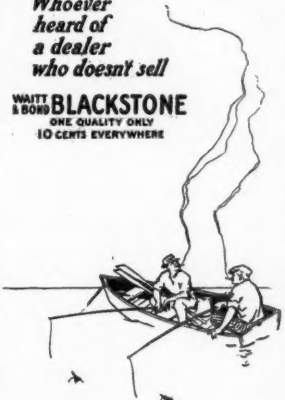
The purpose of this Waitt & Bond experiment was to find out just which of these copy appeals is best adapted to selling a ten-cent cigar. For years they had been using a rather heavy "educational" style, with varying success. But while this appeal seemed to be effective enough in new territory, where they were pushing for distribution, there appeared to be something the matter with it in regular territory, where the advertising was supposed to sell cigars already on the dealers' shelves.

When last year's campaign was planned it was decided to try a new style of appeal in this regular territory. It was clear that the argumentative or educational copy then used was not carrying its burden as well as it might.

So a different attack was mapped out. The all-text sales copy was continued in new territory, as it greatly impressed the dealer when the salesman pointed out its merits, but in the so-called regular territory it was decided to

*Whoever
heard of
a dealer
who doesn't sell*

WAITT & BOND BLACKSTONE
ONE QUALITY ONLY
10 CENTS EVERYWHERE



PROVED BEST FOR OLD TERRITORY

run a series of thirty illustrated ads, which merely bore a catch-line and the name of the cigar and price. If the previous ads had offended because of too much argument, this could never be said of the new series, for they neither challenged nor argued. The basic idea behind these new ads was to avoid making them carry too big a load. If the first two steps in making the ultimate sale—attention and interest—were accomplished by the new ads, well enough.

The ads were planned to dominate the page by the liberal use of white space and extreme simplicity in layout. As Marcus Conlan, advertising manager of Waitt

& Bond, explained in describing the series: "Our aim was to dominate the page through the liberal use of white space, helped by unusual simplicity of illustration. Simple line drawings showing smokers out-of-doors, engaged in the various masculine activities, such as swimming, boating, rowing, fishing and the like, tended to attract the masculine eye. As these illustrations carry little or no background, there is little to distract the eye from the man, the cigar and the wreath of smoke. The accompanying text matter stands out from the page, making reading almost necessary."

When the series was complete the ads were tried out in the regular territory. Over thirty-two papers were used in various localities. As to the advantages of the non-arguing "read-while-you-run" ads there is no question in the mind of Mr. Conlan, who remarks: "After twenty weeks it was decided that the illustrated copy, with its great amount of dominating white space and its easily remembered, non-argumentative message, was by far the better in our regular territory." However, to sell any who needed education and were impressed by reason-why copy, the series was interspersed with ads of the all-type variety later.

An interesting point in the Waitt & Bond campaign was the use of outdoor advertising to supplement the newspaper work. In Boston, where 60 insertions were used in the newspapers, the sub-way, elevated and surface lines, all carried cards making a similar non-challenge appeal. One card showed a well-satisfied smoker tilting back in his chair, cigar in hand, and the single line of type, "Isk-ka-bibble," expressive of his affable indifference to worry, now that he had a Blackstone Cigar.

The experiment, Waitt & Bond say, has convinced them that there are some times when it is best not to make copy too argumentative. It is argued that the correct course in such cases is to try and make one lasting impression which will act as a constant reminder to the smoker. At least, this evidently

will be the Blackstone people's future policy, according to Mr. Conlan, who says: "We write 1913's campaign down as our nearest approach to complete advertising success."

Technical Copy of Encyclopædia Britannica

The wide scope of the Encyclopædia Britannica, and the possibilities for pushing it among practically all classes of readers, is shown by a recent advertisement of this company appearing in a technical publication reaching the field of engineering and contracting. An entire page of type matter is used, without illustrations, and the headline asks the question, "How would you make an efficiency test of a general reference book?" The copy expands the argument as follows:

"Do you buy books as carefully as you buy construction supplies, or tools, or instruments of precision, or machinery? Even in buying materials or machinery you don't have to make your own tests. You are often safe in buying on the reputation of the makers, or on the recommendation of other engineers who have used and tested the commodity in question." The argument then goes on to show that "hundreds of successful engineers in every branch of engineering" are owners of the new edition advertised. The titles of a number of representative articles on engineering are quoted, the advertisement closing with a coupon which brings a prospectus.

New Brand in Chicago Drug Stores

The manufacturers of "Val Dona" products, comprising a line of remedies, toilet articles, perfumes, candies, beverages, sundries, etc., are securing distribution in Chicago by organizing the drug stores that have the line into the Druggists' Co-Operative Association. Large space is being used in the newspapers to explain the co-operative effort and to give the names and addresses of all the druggists who have joined the association. These stores are supplied with a sign which designates them as "The Val Dona Stores." The slogan "The Val Dona Stores—that will give your money back with a smile" appears on all signs and in all the advertising.

Philadelphia Agency to Be Readjusted

Owing to the illness of J. J. Geisinger, head of the J. J. Geisinger Company, general advertising, Philadelphia, it has been decided to readjust the business.

In a statement given PRINTERS' INK, A. C. Thegan writes: "It has been decided to call a meeting of the J. J. Geisinger Company's clients so as to make the necessary arrangements for taking care of the various contracts."

Ten Facts to Remember About Today's Circulation

1. Subscribers pay the full 50c. No 35c subscriptions permitted.
2. The net on subscriptions is unusually high—33c or more in the majority of cases.
3. Only a small proportion of our circulation—little more than 10%—is secured through clubs with other magazines.
4. Our primary method of getting circulation is through our own subscriber agents.
5. The percentage of voluntary renewals and unsolicited subscriptions is much above the average.
6. No installment subscriptions are authorized, and no rebate is made on subscriptions cancelled.
7. No short term subscriptions are solicited—nothing less than one year.
8. The selling cost of subscriptions is less than half what it was two years ago, showing increased reader interest and prestige of the magazine.
9. Our efforts to have more than 800,000 subscribers are secondary to our having the best 800,000.
10. A considerable part of our circulation results from advertising in other magazines and from circularizing. Such subscribers are especially responsive to the printed appeal.

Today's
Magazine for Women

461 Fourth Avenue
NEW YORK CITY

Frank W. Nyse

Advertising
Manager

All Roads Do Not Lead to Rome in Advertising

An American farmer seldom would be reached through the pages of a fiction magazine.

An appeal to business men, printed in a women's magazine, would be folly.

A story of boilers, engines, etc., told in other than a power plant publication is waste.

Each road in advertising has its own goal. Each goal has its own road.

PRACTICAL ENGINEER

(Semi-Monthly)

reaches the men who hold the purse strings on power plant expenditure.

Tell the story of your steam or electrical machine or apparatus to them.

Such a talk will pay big dividends.

Circulation, 22,000, guaranteed in every contract.

Write for rates and circulation statement.

Technical Publishing Company
537 So. Dearborn Street Chicago, Ill.

Window Exhibit Backs Up National Copy

The R. J. Reynolds Tobacco Co., of Winston-Salem, N. C., manufacturers of Prince Albert tobacco, is showing in New York City an interesting memento which conclusively follows up some copy which the company employed in page and half-page advertising in national media several weeks ago.

In the store of the United Cigar Stores Co., in the Flatiron Building, New York, the company has had prominently displayed an aged wooden pipe which is declared to have been the first "jimmy," as smoked by Sir Walter Raleigh during the historic incident of his man-servant throwing a bucket of water over him. The pipe is a large one, rudely fashioned from twigs, and was pictured in recent Prince Albert ads.

As the centerpiece of a Prince Albert trim in the Flatiron store it has attracted a great deal of attention. The antiquity will be used for some time to come in cigar stores throughout the country, reminding smokers of the "P. A." advertising layout which so many of them saw.

A Young Pastor's Use of Advertising

How legitimate advertising and business-like methods have built up "the dearest church proposition in the city" was told by a young clergyman, the Rev. Daniel E. Weigle, pastor of the Messiah Lutheran Church, before a meeting of the ministers of the Congregational Church, of Philadelphia, recently.

Mr. Weigle came from a theological seminary less than five years ago to take charge of a moderately successful family church, and has made its services so popular that late comers find difficulty in obtaining a seat on Sunday nights. Mr. Weigle said that it was simply by introducing up-to-date business methods into church work and by carrying out God's work in an up-to-date programme.

Mr. Weigle stated that he had prominent soloists from the city's leading musical organizations sing in the Messiah Church every Sunday evening. He advertises their appearance by means of newspaper publicity, billboards, window posters and an extensive correspondence. The young minister supervises his advertising campaign in his automobile.

Briggs Remington's Advertising Assistant

Thomas L. Briggs, formerly assistant advertising manager of the Franklin Automobile Company, has been appointed assistant advertising manager of the Remington Arms-Union Metallic Cartridge Company.

Newspapers Used in Introductory Campaign

The Wm. Edwards Company, Cleveland, is using newspapers to introduce Edwards' Fancy Salad Dressing. Small space is used showing the bottle.

Chicago Largest Hide Market in the World

Chicago has the distinction of being the largest hide market in the world, says the *Dry Goods Reporter*. With one exception it is the largest leather market in this country, being exceeded only by Boston.

Chicago's leadership as a hide market is due primarily to the fact that the packers of this city slaughter more cattle than are handled in any other packing center. There are taken off annually skins from 1,700,000 cattle and 500,000 calves and the pelts from 4,800,000 sheep. This large production of hides and skins represents 81 per cent of the entire production of the country.

In Chicago there are twelve firms engaged in the country hide business, sending their representatives to country points to buy hides and skins from butchers and local abattoirs. This stock is shipped to this market and assorted in warehouses to suit the requirements of tanners who specialize in making various kinds of leathers. These firms do an annual business of approximately \$20,000,000.

Syracuse Cleaner Starts Campaign

The National Chemical Company of Syracuse, N. Y., is starting a campaign of advertising on its household product, Aunt Sall's Soda.

Poster advertising in New York State has been planned with the Associated Bill Posters to run in connection with the efforts of a trained crew of coupon workers, backed by "a flying squadron" of salesmen.

"The Big 5-cent Package" and "Show Me Something I Can't Clean" are the slogans adopted for the campaign.

The copy is prepared by the company's advertising manager, George A. Buchanan, who says that when thorough distribution has been secured, the company will begin a campaign of newspaper advertising.

"Woman Interest" in Copy

Realizing the value of giving the public something attractively concrete to think about in connection with the corporation, the Cumberland Telephone & Telegraph Company, which operates Bell properties in part of the South, has been featuring a typical operator in recent newspaper advertisements. The young woman whose photograph is made use of is "easy to look at," and the company has indicated that she will be associated with the advertising in various ways. A recent ad was devoted to explaining the care used in selecting operators and the training through which a girl must go before she is given a place at the switchboard.

Alexander R. Scharton has been appointed Eastern United States representative of the *Montreal Daily Mail*.

IN a recent advertisement published by a Syracuse Newspaper, it gave the following figures:

Foreign advertising which appeared in the Syracuse papers during 1913:

Syracuse	INCHES
Post	} 68,837
Standard	

Second paper 56,794

Third paper 42,735

THE POST STANDARD

also led in total space carried by any Syracuse Newspaper during week days.

Circulation over 50,000 net paid average daily.

Blue Bell Inc.

NEW YORK

CHICAGO

BOSTON

The Panama Canal

the most gigantic engineering achievement since the dawn of time, will revolutionize commercial conditions on the

Pacific Coast

increase population,
increase commerce,
increase activity in
all lines of business.
Plan your

Outdoor Advertising

displays to embrace
this already mar-
vellously developing
section.

Foster & Kleiser

Seattle
Portland

Tacoma
Bellingham

Dealers Glad to Lend a Hand after Results Show

This Advertiser Designedly Asked
No Favors of Retailers for First
Two Years of Steady Advertising—Steady Stream of Inquiries
Sent to Dealers without Comment
—Result of Investigation

By C. H. Clark

Adv. Mgr., Goulds Mfg. Company
(Pumps), Seneca Falls, N. Y.

WHEN manufacturers who distribute through dealers inaugurate a consumer advertising campaign, as a rule their first move is to warn dealers to get ready for the big increase they expect to make in the demand. In many cases this advertising of advertising to dealers is planned along with or even in advance of the first consumer advertising.

The writer is inclined to feel that this practice is largely responsible for the lack of faith many dealers still have in the advantages of selling nationally advertised brands. In this advance advertising the dealer is told, in circus style, all about the thousands of dollars the manufacturer is going to spend for his benefit; how it is going to double his business with no effort on his part, and so on. He is told that the first big broadside is to be fired on a certain date, and unless he has a large stock he is going to miss an unusual opportunity. In many cases dealers are induced to overstock because of such claims. When the great day arrives without the expected rush for the advertised article, is it any wonder that the dealer's faith in the advertising is shattered?

Now we know that with most staple products advertising does not ordinarily operate as the dealer has been told. Experience shows that to create or increase a consumer demand we have got to advertise and keep advertising; and that the increase, which is sure to come if the goods are right, will come slowly. It seems that this fact should not be overlooked when we talk to the dealer

about our advertising, if we want to gain and hold his faith in advertised goods. The *best time* to talk about it is the time when you have actual evidence of what the advertising is really doing for him in increased demand. The *best talk* you can give him is the inquiries you refer to him and the actual business they produce.

POLICY OF SPARING PROMISES

In line with this theory, the Goulds Mfg. Co. has been more or less conservative in its talks to dealers about the advertising, although, as will be shown, the dealer has been the chief factor considered in all of this advertising. Goulds hand and small-capacity power pumps have been on the market over sixty-five years. This part of the Goulds line has always been distributed through dealers; and during this long period the company has naturally become widely known to the trade. By a continuously aggressive selling campaign a world-wide dealer distribution has been obtained for Goulds pumps.

Like many of the older manufacturers, and particularly those in machinery lines, formerly this company gave but little attention to the consumer in its sales and advertising campaigns. Practically all of the merchandising effort was concentrated on getting dealers. As a result Goulds pumps had become favorably known everywhere to dealers handling goods of this class. The name Goulds and the quality it stands for, however, was not generally known to consumers, except to the extent that the pumps in service had advertised these things to the users and neighbors of users of Goulds pumps.

When the company decided, a few years ago, to extend its advertising on farm pumps and sprayers to reach the farmer as well as the dealer, the problem of increasing the dealer distribution was, therefore, not an important factor in the plan. The idea was rather to help the dealers it had to increase their sales.

The advertising in agricultural publications has been largely edu-

POSTERS

By CHARLES
MATLACK PRICE

A Critical Study of the Development of Poster Design in Continental Europe, England and America.
42 reproductions in color and 120 in monotone.

"It is a source of constant inspiration, brimful of suggestions. . . . Aside from its practical value to artists, editors and the advertising fraternity in its exposition of all that is best in poster design as applied to advertising art, it is mechanically one of the finest publications of the year." (*The Poster, Chicago.*)

Limited Edition (250 numbered copies), 402 pages, 8 x 11 1/4 in., tinted end papers, 2 color title page and jacket, illustrations hand mounted, Art Buckram binding, \$15.00. Copies sent on approval to responsible business houses.

GEORGE W. BRICKA
PUBLISHER



114-6 East 28th Street
New York City

cational. It has shown the farmer the convenience and economy of having a pump at every point on his farm where water is needed, so that no time and energy need be wasted in carrying water. In other words, with it we have endeavored to put two or more pumps on the farm where there was but one before. It has also pictured the luxury of having pumps, driven by power, for operating complete private waterworks systems, giving the farm home the same conveniences that the city water supply gives the city home. Similarly the farmer and fruit-grower have received educational talks on spray pumps. They have been told how their net profits can be increased by spraying to prevent the crop losses due to insects and fungous diseases.

Along with these educational talks we have, of course, tried to convince the farmer that it is policy to select a high-grade Goulds pump when he buys. We have tried to impress upon him the fact that the Goulds pump dealer is the quality dealer—the man whose statements can be relied upon; whose guarantees have back of them the manufacturer's promise to make good.

DEALER TALK AFTER RESULTS BEGAN TO SHOW

During the first two years that this advertising appeared in the agricultural publications but little was said about it to dealers. All inquiries were sent to them, however, together with samples of the follow-up material we were prepared to furnish. When the advertising had been running long enough, though, to give plenty of good evidence that it was helping our dealers, we began to tell them about it. At this time they had more than our claims to judge its value by. Inquiries were being referred to them right along, and their customers were beginning to call for Goulds pumps when they came to their stores. On this account we believe that when we did advertise our advertising to dealers, it carried far more weight than it would have if we had attempted it simultaneously with the beginning of our consumer

advertising. At any rate, we have every reason to feel gratified with the co-operation we are now getting from the better class of dealers.

Our advertising department is becoming more and more a service department for Goulds dealers. In fact, it has become so to such an extent that we have had to give a great deal of attention to the elimination of every possible channel of waste. If we hadn't we would have been entirely unable to meet the demand for the dealer helps requested.

In the first place, these helps are sent when requested only. Before a single piece is sent out we are reasonably sure that it is wanted and will be used. While we encourage dealers to use our help, yet we also ask them to use their good judgment in stating the quantity they need, so that enough to take care of their actual requirements only will be sent. The following paragraphs are taken from one of our form letters which goes out with samples in response to requests to show how this matter is impressed upon the dealer:

As you will appreciate from its appearance, it costs a lot to print up this material. For this reason we will consider it a big favor if you will tell us just about how much you can use to advantage without waste. We know you will agree with us that it is better for both of us, to put quality into the material—make it right and cut down the waste—than it is to furnish you a larger quantity of printed matter that is so cheap you would be ashamed to send it out under your name, and that wouldn't get you any business if you did.

Let's do this thing right—make it real dealer and manufacturer co-operation all the way through.

Just tell us which pieces and how much of each you think you can use to advantage; and write out your name and address just as you want it printed on the circulars and books. We want to be sure that we are getting it exactly right—the way that it will do you the most good.

We find that this does not prevent dealers asking for the help; in fact, it seems to enhance its value and causes them to look upon it more as something worth while than they would otherwise.

Once we have the dealer in line we find that he usually remembers to come back for additional help

as it is needed. This is due to just one thing—the fact that it really helps and that he can see it. In preparing the material we make it as near straight dealer advertising as we can and still insure ourselves that it advertises the name Goulds. Then we put enough quality into the art work and printing to make the material attractive. Return cards are included in all the booklets and circulars, with the dealer's address on them. The inquiries, therefore, go direct to the dealer and their source is obvious. *We depend upon getting and keeping the dealer's co-operation simply by making our co-operation get him the business.*

An investigation the writer has recently been making to determine how successful we have been in getting this business for dealers showed the following: This investigation includes reports from twenty-five per cent of the dealers who have made use of our advertising help within the past year:

Forty-two per cent state that they have received direct, traceable new business from it and that it has been a big help.

Fifty-one per cent state they believe it has helped their business, but don't say whether or not they can trace actual sales to it.

Seven per cent state that they don't know whether or not it has helped them.

Another interesting evidence of the dealer's appreciation comes to us through our salesmen's orders. A large percentage of their orders now specify advertising material as a part of the order. It is quite apparent that the request originates with the dealer, as but few of the salesman's orders specified advertising material until we began to advertise this help to dealers. The salesmen have not, during this time, had any extra coaching on the proposition other than that they have obtained from reading our dealer advertising. That the orders for the advertising originate with the dealers is shown, too, by the fact that if the salesman overlooks it, we usually hear from the customers.

Human Interest in Catalogue Copy

A Criticism of Usual Methods of Writing Copy for Catalogues—What the Trouble Seems to Be—Catalogues Can Be Made as Readable as the Year's Best Ads—Human Interest vs. Scissors

By Don Herold

HOW many catalogues have you read and remembered? None. Or perhaps two or three. How many times has catalogue copy "sold you" something? Not cash sales, but that warm glow of friendliness that makes you know that you have been won over?

You have read very few catalogues, word for word, from top to bottom—like you would a story in a monthly magazine—like you would a booklet about love, or hunting, or heroes and heroines, or some other human subject.

Not very many.

And the only logical answer and conclusion is, in spite of a thousand good advertising men who will jump up and down and say they know how to get up a good catalogue, that catalogue texts are not well written or are not rightly written.

Just something to interrupt the pictures—that's the way catalogue copy has been regarded. Some stuff at the start, and some more stuff wherever there happens to be a hole, and then some more filler in the back to make a polite, finished adieu.

It's usually as perfunctory and affected and punchless as the ceremonial gentilities at an ambassadorial ball—if there is any such thing as an ambassadorial ball.

It may be because the catalogue comes out once a year, and has to be gotten out—like Christmas packages to certain relatives. You have to have a catalogue and you have to have illustrations—so, of course, there must be text-matter for the pictures to illustrate.

It is done with scissors and paste, and written on the back of letters, and many are written on the bottom of printers' proofs. Last year's catalogue matter, with

the first and last paragraphs switched and a couple of newspaper clippings stuck somewhere in the middle, makes the text for this year's book.

You write it for the printer, who must have copy ere he sets type. You satisfy him and think you have gotten a thousand dollars' worth of advertising into the book and out of the book—or five thousand dollars' worth, or whatever it costs.

Of course you do get several hundred dollars' worth of advertising value, because pictures and prettiness alone will win a good many friends—but this is about copy, and why shouldn't copy be good? Why shouldn't the copy be the story or the argument, and the pictures the illustrations or the diagrams of the story or the argument?

THE PROPER AIM OF CATALOGUE-WRITING

Why shouldn't the catalogue be one great, strong, unified sales book—the text book and the creed and constitution and keynote of all your sales and advertising effort?

At least it is a book—usually quite a book—by necessity somewhat formidable, and it ought to be interesting and engrossing, because people are not going to read and remember any other kind of book.

And if it is not as interesting and engrossing as a story in a monthly magazine, the fault is: you have not discovered the romance of your product; you have not had the insight to worm out the human interest in the car wheel, or refrigerator, or ploughshare, or whatever it is that you make and want to sell.

In your catalogue you talk to the same human beings that go to the movies and weep, and that read the six best sellers and laugh and cry.

Even if you are selling machinery to a hardware merchant you must not presume too much technical interest.

We are all folks, and we are all alive for all the fun and happiness there is in it—even if we

do sell hardware or keep books or make steering-gears for-a living

I am an advertising man engaged in the printing business. I have seen so many catalogues come to us written with scissors that I have wondered a good deal about catalogue copy.

Catalogues are largely our trade, and we have to take them seriously, and we have to have them exert an active advertising influence—else we perish.

The copy end looked weak and neglected—so we established an advertising department, among the jobs of which was that of putting ginger and vitality into catalogue text and arrangement—of fixing books into unified sales mediums—strong, rather than delicatessen.

Last winter we were tempted to make a list of sixty or seventy automobile-catalogue bromidioms, and we could no doubt have gathered more. They all say it, and they all say it over and over.

"We have printed this stuff for years, but we hope, in time, to see it better."

There are newspaper and magazine ads that stand out in your memory—that have "sold you" on this or that—lots of them.

And it is worth the thought of every advertiser that there are so few catalogues which leave a taste—that make you feel good and amiable towards somebody's product.

Catalogues should be written with brains—not paste; for people—not printers; spontaneously—not annually; purposely—not compulsorily.

Big Figures Quoted in Rat Exterminator Copy

The American Sanitary Corporation, Memphis, Tenn., is advertising Rat-Rid, a sanitary mouse and rat exterminator. A new angle is given to the copy by quoting statistics from Government reports showing that \$200,000,000 is the annual loss from rodents. The copy is illustrated with a package of Rat-Rid at the bottom and a picture of a rat at the top connected up with a headline "Kill Them. Rats and Mice Must Go." An appeal is made to owners of stores, factories and farms, on the basis that the cash cost of these pests amounts to big sums each year.

To the man who "can't advertise"

¶ When you say that, don't you mean that you don't *have* to advertise? That you can get along without it? Are you absolutely sure that you can't possibly apply the power of advertising to your business so as to secure the same results in growth and stability which other business men obtain?

¶ The question implies no reflection on your judgment—you may be absolutely right—only—some of our best accounts are those of people who were once convinced that they "couldn't" advertise. Accounts like theirs—and perhaps yours—often hide real advertising possibilities which come to light only when someone who knows advertising really analyses every factor of the case.

¶ Investigating such prospective business is hard and costly work. But we'll gladly undertake it if you care to let us dig into your business and see exactly what's underneath the surface.

¶ No expense or obligation on your part,—just thanks for letting us try. And you can feel quite sure that unless the possibilities are there we won't find them. We can't earn a profit for ourselves unless we earn it first for you, because—but that's another story.

¶ Shall we come and tell it?

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

**Mr. Automobile
Manufacturer:
this advertisement
is for you**

YOU know that over 60% of the automobiles sold are sold to former motor car owners. Therefore, if any newspaper can prove that a considerable percentage of automobile owners read it, that particular newspaper ought to be a good medium for you.

A number of automobile companies (including three "electrics") have polled their owners in Chicago to find out what newspapers the owners read. In every case The Chicago Daily News stood first or second. But none of the companies polled *all* the owners of motor cars in Chicago.

The Chicago Daily News recently took the first poll of *every* owner of an automobile in Chicago (both pleasure car and truck). Letters were sent out to 19,350 owners and 6,633 replied over *their own signatures*. The returns showed that

**Over 86% read The
Chicago Daily News
—more than read
any other newspaper**

These replies, which are now on file at our office, give the distribution of Chicago newspapers among these owners as follows:

	Readers	Per Cent of All Cards Returned
The Daily News	5,727	86.34
Second Paper	4,587	69.15
Third Paper	2,034	30.66
Fourth Paper	1,129	17.02
Fifth Paper	1,022	15.41
Sixth Paper	917	13.82
Seventh Paper	898	13.54
Eighth Paper	420	6.33

The poll cards also offer interesting data about the duplication of circulation among Chicago newspapers.

All this information is based on fact and is incapable of misconstruction—favorable or unfavorable.

We shall be very glad to submit the evidence. It may give you an entirely new angle on your advertising problems.

The Chicago Daily News **Over 350,000 Daily**

John B. Woodward
Eastern Representative
710 Times Bldg.
New York

Building a Strong Ad without Using a Cut

Recent Ads from Newspapers and Magazines That Show Many Methods for Making Effective Ads Regardless of Limitations—Clever Means for Obtaining Notes of Distinction

By Gilbert P. Farrar

"WHAT would you do," a copy writer inquired, "if you had quarter magazine space to fill and no money for cuts?"

"I'd prefer not to use cuts in such small space," said I, much to his astonishment.

"It can't be done," was his curt reply.

In showing this man some few of the many ways to solve his problem, the subject and exhibits of this article suggested themselves.

If copy writers and advertising men, generally, were to look upon some of their many limitations as possible blessings they would get more joy and satisfaction out of their work.

Because an advertiser has nothing to show that is worth the price of a cut, or because the space is so small that a suitable cut could not be used to advantage is no reason for despondency.

The number of strong ads shown in connection with this article—as well as many others recently seen by many readers of PRINTERS' INK in the magazines and newspapers—should be proof conclusive that if an ad must be built without a cut it need not be a poor ad.

A few days ago, while studying over the data for this article, I made a layout for a brand of ginger ale that is popular in my territory.

Fig. 1 is the layout.



FIG. 1 — DOES THIS SCORE 90 PER CENT?

I figure that an ad like this ought to average above 90 in a possible 100 points of attention value *wherever placed*.

"And why?" I hear you say.

Because it gets away from the conventional square that is everywhere conspicuous in all forms of printed advertising.

Type made in a square body; there are the square rules, square pages, square sheets, square everything.

There, then, is your secret—get something different. Not neces-

The Gilman School
For Boys

A complete modern school plant, near Baltimore, with accommodations for 40 boarding boys. Prepares for all colleges. Develops sense of law, woodwork and painting skills. Perfect sanitation; electric lights; artesian well water.

Unusual physical advantages. Four separate athletic fields. All sports and gymnasium training under careful supervision. Write today for catalogue.

Dr. JOHN M. F. FINNEY, President Board of Trustees.
FRANK W. FINE, Headmaster.

Roland Park
Baltimore Co., Maryland

FIG. 2—GOOD TREATMENT OF SQUARE LAYOUT

sarily round-shaped or diamond-shaped, but different.

The Gilman School ad (Fig. 2) is different but it's built square. Not conventionally square, however. This Gilman School ad has been a pet of mine for a long time and I am glad of the opportunity to say a word in its favor.

It shows big possibilities along this line. Yet it is ridiculously

simple and well worthy of study by advertising men. It's only one of many possibilities.

The National Savings Bank ad (Fig. 3) is another simple, but effective ad that does not use any forty-five degree angles, or any circles or diamonds in order to get attention. It's "there" with the attention

Put Your Money To Work

There's nothing so encouraging as to save money and watch interest make it grow.

Not only does each dollar saved earn more for you but your savings are insured from loss from fire and thieves.

Investigate our facilities for serving you. One dollar opens an account.

National Savings Bank
145 Chicago Street

FIG. 3—SIMPLICITY

value on a newspaper page nevertheless.

This National Savings Bank ad has another strong point. While it is strong and different, the design does not tend to lower the dignity of the bank it serves.

Another good bank ad is Fig.

Through the use of split rules, white space and neat type, this ad will get the attention of most newspaper readers.

Fig. 5 is the same idea of dis-

Unfailing Courtesy

Most banks are alike in the things they do for depositors.

But there is a big difference between some banks in the manner in which they do these things.

The Mechanics Bank is noted for the unfailing courtesy and the helpful service rendered by its officers and employees to every depositor.

If you are thinking of changing or enlarging your banking facilities, come in and talk it over with us.

**THE
MECHANICS
BANK**

72 Church St. (Next to Postoffice)

FIG. 4—WELL-BALANCED, OPEN DISPLAY

play as Fig. 4, worked out a trifle differently.

Both Fig. 4 and Fig. 5 are constructed on the modern square principle, not the conventional square. Suppose the double rule around Fig. 5 were full to space all around, and the words "Don't Be Deaf" used as a headline above the present headline. Then you would have the conventional square principle.

If the Bowker Fertilizer Company had put a beautiful picture of growing plants at the head of Fig. 6 and used the present white space to make room for this picture, would the ad have been stronger? Not to my humble way of thinking. It would have been more confusing and more expensive to prepare, to say the least.

WOULD YOU GIVE \$20 TO HEAR?

That's the price of the Acousticon's little sister

**Don't
be
Deaf**

The Auris

And you don't have to pay until you hear. Some one member of the Acousticon family will fit your ears. Absolutely free trial in your own home.

Write today.

GENERAL ACOUSTIC COMPANY
The originators, the oldest and the largest manufacturers in the world of
Instruments for the Deaf
Sole 1306, 228 W. 42nd St., New York City

FIG. 5—ANOTHER WORKING OUT OF THE SQUARE AD

For an all-type-and-rule ad there are only a few that are more attractive, dignified and impressive as it stands than the Bowker Fertilizer Company's ad (Fig. 6).

And what a marked difference there is between this ad and those that were used a decade ago for selling fertilizers!

As we are on the subject of ancient history, look at Fig. 7. This ad appeared in March, 1896.

Don't Feed the Soil— Feed the Plant

In the top eight inches of average soil there is enough plant food for the form of nitrogen to last, for 50 years, in phosphoric acid for 200 years and in potash for 1000 years.

And yet they say you must prove barren. Plants have to take up their food in solution, in the "sap of the soil." All this food may be locked up so tightly by nature that the plants can't get at it fast enough for the commercial farmer, and he has to put in the same food in the soluble form of fertilizer.

Just so, a fertilizer may, by analysis, have all the necessary elements and yet not give the plants full value because these elements are not readily available.

Put into your ground a fertilizer that will feed not your already over-stocked soil but your hungry crops which food which is available and ready absorbed.

BOWKER'S Fertilizers

Have chemically correct elements—there is a bond to it every seed. More than that, these chemicals are "banded and sealed" so that they are rendered water-soluble and go into your ground in the most available form. Most crops do most of their feeding in 60 days. Write for our illustrated catalogue, based on forty years of experience. In writing, state what your crop is.

BOWKER FERTILIZER COMPANY, 49 Clarkson Street, Boston

FIG. 6—DIGNIFIED AND IMPRESSIVE



FIG. 7—DISPLAY IN
SMALL SPACE

in it. Make something different, something dominating. Get contrast, get attention. We can learn many things besides this through the proper study of some of the old ads—some of the pioneers which can be seen in old files.

Because a thing was done 18 or more years ago is no reason it is out of date.

The fancy border on this Waterman ad has, however, died and been buried many years ago. The reason is obvious.

As a model of the modern display let's consider the Dixon

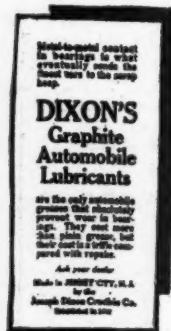


FIG. 8—A "PAGE-
OWNER"

brains of a modern variety. As I was coming up the aisle of a railroad car I saw this ad above all others on a newspaper page ten feet or more away.

A study of this ad, also of Fig. 2 and of Fig. 9, should prove ex-

Whatever else might be said about it, we must admit that it is strong in display value. And it lends an idea.

The idea is: When you have small space get something large

ORIENTAL RUG SKEPTICISM

accounts for my being in business. I bought several thousand dollars' worth of experience for myself before I felt able to buy wisely. Now I buy more rugs than any ten men in America. I offer you honest pieces at honest prices; one profit about cash cost to me for less than usual expenses.

Interesting Monograph on request.
L. B. LAWTON, MAJOR U. S. A., Retired
181 CAYUGA STREET, SENECA FALLS, NEW YORK

FIG. 9—SMALL BUT STRONG

ceedingly helpful to every alert advertising man.

These ads are so simple in construction, yet so strong in display, that they make us marvel at the possibilities of a development of the ideas they contain.

Fig. 9 is not so very different from Fig. 2, and yet it is. Study it! The originals were both very small ads, but very strong.

The heading on Fig. 4 is cut into one side of the rule panel only, whereas the heading is cut into both sides of the rule border in Fig. 10.

Of all the ideas used on all-type-and-rule ads, I suppose I have seen this worked more than any other. Like wine, however, this design seems to improve with age.

This Fort William Henry Hotel ad would have been stronger if the rule panel had been narrower without shortening the line "Fort William Henry," leaving more white space on the sides of the ad.

Figs. 11 and 12 are two small examples of the

possibilities of forty-five degree angles in building the "cutless" ad.

Don't worry about ads like this being hard to set. With modern ideas now at work in electrotyping and the possibilities of the modern composing room, an adman can



FIG. 10—HEADING
THAT CUTS BOTH
RULES

¶ There is much fresh information for advertising men in the 1914 edition of the

American Newspaper Annual and Directory

now ready for delivery.

¶ A new feature is the giving of size of type page and width of column. There are also more maps and better ones.

¶ Sent anywhere on receipt of \$5.00 (express charges collect) by the publishers.

N. W. AYER & SON, Philadelphia, Pa.

Does That Ford Car of Yours Look Old?

—repaint it with the
Original Ideal Package

You can make your Ford—or any other car of similar size—look as good as the day you bought it, by simply treating it with an Original Ideal Package. Or you can materially increase its sale value. Fifteen articles are included, everything that's necessary—wherever your automobile has sold—directories in leading cities.

HANLINE BROS. Print Manufacturers, Baltimore, Md.

FIG. 11—SAMPLE OF 45 DEGREE ANGLE LAY-OUT

put through most anything in the way of slants and angles.

And whatever may be said against these things, they certainly get attention.

For attention, I've rarely seen a stronger one-inch single-column

ITALY RIVIERA Unsurpassed Luxury and Comfort
Munich, Gibraltor, Algiers, Monaco, Naples, Alexandria

"LACONIA," Dec. 2, Jan. 22
"FRANCONIA," Jan. 8, Feb. 24
"CARONIA," Jan. 31, March 17

"Do not sail at Alexandria
A la Carte Without Charge. Showers Permitted.

For Particulars apply to
The Comand Steamship Company, Ltd.
25 State St., New York, or Local Agents

EGYPT

FIG. 12—ANGLES WITH TYPE INSTEAD OF RULES

magazine ad than Fig. 13. It's so entirely different from anything else in a square page of ads! It's such a relief to the eye. And, again, note the simplicity.

Another strong display is the Vick's ad (Fig. 14). This is about the newest thing in slants and angles. The man who worked this out gave considerable time and thought to what he was going to do with two inches single-column

EVERY WOMAN HER OWN DRESSMAKER

is a quarterly fashion magazine for women who make their own and children's clothes; contains over 200 up-to-date designs, all easy to make, for ladies, misses and children. Illustrated dressmaking lessons in every issue. Send for latest issue, or send 50c for next two issues and receive without extra charge our book, Embroidery for Every Woman, illustrating 150 fancywork designs with illustrated lessons for working the stitches. Address
FREELESS PATTERNS, 30 39th St., Brooklyn, N. Y.

FIG. 13—USE OF ITS SPACE TO FULL POSSIBILITIES

Vick's Garden and Floral Guide

FOR 1914 IS READY

It's Free Contains valuable, practical information on planting, cultivating, etc.—just what you need to know about the garden. Several splendid new varieties. For 65 years the leading authority on Vegetable, Flower and Farm Seeds, Plants and Bulbs. This book, the best we have issued, the climax of our experience as the oldest mail order seed concern in America, is yours, absolutely free. Ask for your copy today before you forget it.

JAMES VICK'S SONS, Rochester, N.Y.
66 Stone Street The Flower City

Write Today

FIG. 14—ONE OF VICK'S BUSINESS GETTERS

magazine space. And the end justifies the means fully.

Compare this with Fig. 13, which has a large amount of drawing, hand-lettering and type cramped into a small space.

Sidd Suspender

Sanitary PATENTED PAT. MAR. 10, 1913

BALL BEARING SPRING

The Invention of the Age

The most comfortable suspenders ever worn, no rubber or leather to rot. The elasticity of the Ball Bearing Springs will outlast any three pairs of elastic suspenders. The only suspenders that can be cleaned without injury. Will not slip off the shoulders.

Ask your dealer for them, 50c. and 75c. a pair.
If dealer cannot supply you, enclose price to factory.

KIDNEY SUSPENDER COMPANY, 2-3, Attleboro, Mass.

FIG. 15—ORNATE, BUT IS IT AS STRONG AS OTHERS?

I figure that a three-unit drawing, much hand-lettering and much type in such a small space is confusing rather than effective.

At any rate, Fig. 15, to my mind, is not nearly as clean-cut and powerful as Fig. 14, regardless of the fact that much good money has been spent for drawings and cuts. The money should have been spent on brains—typographical-arrangement brains.

Advertising Should Be an Asset

Edward F. Cullen, of the Johnson Educator Food Company, Boston, was the chief speaker at the meeting of The Town Criers' Club at Providence on February 5.

Mr. Cullen's subject was "Live Wire Selling and Advertising Methods That Have Made Good Here and Abroad." He spoke in part as follows:

"The advertising appropriation should be figured in as a cost of producing and selling the article and should be as carefully planned as are all other expenses. Money spent in advertising should purely represent an investment and the advertiser who expends his dollars for advertising and expects to get his dollar and another back is really flirting with a 'get rich quick scheme,' whereas the modern intelligent advertiser figures that money invested in advertising should not pay him back the principal at once, but simply a reasonable return on his investment, and as an added value to his business in the form of good showing and good will, so that if the time ever comes when he wants to realize on it, it could be cashed in as an asset, just as the principal could in the bank. Merchants should consistently do so because advertising, like money well invested, accumulates and compounds.

"Advertising to-day is helping the advertising that was placed yesterday, and advertising placed yesterday is

making it easier for the advertising of to-day to succeed.

"I consider a daily newspaper a first-class advertising method because it is purchased by the women and if you are selling to women the newspaper method is one of the best because men generally glance at the advertisements and read the news while women generally glance at the news and read the advertisements."

One Dollar for Each New Baby

The State Bank of Evanston, Ill., is advertising that it will open a savings account with a one dollar deposit for every baby born inside the town limits. The suggestion is also made to the parents of each baby that an amount corresponding to the age of the baby be deposited on each birthday. When 21 years old the "baby" will have \$250 in the bank.

The Slogan That Won the Prize

The Commercial Club of Excelsior Springs, Mo., is considering launching an advertising campaign to acquaint the country with the health-giving qualities of the mineral waters of that city. The club recently adopted the slogan, "Mineral Waters for Many Ills," this being the winner in a contest which resulted in a flood of slogans.



We don't believe it is fair either to the advertiser or the agency handling efficiently his account to unsettle things by soliciting the business.

We don't want accounts that others have developed successfully—we develop our own accounts—though sometimes we do take over tottering structures and rebuild to strength.

**D'ARCY
ADVERTISING
COMPANY**

ST. LOUIS

Getting Mail Orders from China

The Increasing Demand for Foreign Goods—Opportunities for Mail-Order Business—An Explanation of the Processes of Exchange—From "Daily Consular and Trade Reports"

By E. Carleton Baker

Consul at Chungking

NOW that many of the Chinese are adopting foreign dress, foreign food, and foreign-style houses they are demanding a larger quantity of foreign merchandise. The sale of foreign clothing, shoes, hats, and jewelry is rapidly increasing. Foreign-made furniture also is coming more and more into use, and while a great deal of the foreign-style furniture is being made in China there is a growing demand for foreign locks and hardware of all descriptions. A considerable increase is noticed in the consumption of foreign food, and tinned provisions are enjoying a wider sale. Foreign food is displacing Chinese food to such an extent that a local guild which formerly made huge profits by selling sharks' fins and other Chinese delicacies has suffered heavily of late on account of the growing preference for foreign food. The same may be said with regard to local dealers in Chinese wines. Claret, brandy, champagne, and liqueurs are to a great extent displacing the old Chinese samshu, the native wine.

A great many Chinese are purchasing their supplies from abroad, and find it convenient to obtain small shipments through the parcel post. They are very much interested in the illustrated catalogues which are issued by certain American mail-order houses, and obtain much wearing apparel, shoes, and even jewelry in this way. They find this method very cheap and satisfactory, and are able to exercise a much larger choice than it is possible to have at the foreign shops which have been established in the larger

treaty ports. This class of business can therefore be greatly extended if the proper facilities are offered.

DIFFICULTIES OF REMITTANCE

The American mail-order business in China is very greatly handicapped because of difficulties in the way of remittance. The Chinese post-offices do not issue international money-orders, and in a great many Chinese ports it is impossible to even obtain drafts on the United States. Many Chinese, therefore, who prefer to buy goods in America, purchase in Shanghai because of the ease with which they can obtain domestic money orders or checks upon Shanghai banks. A number of European countries have post-offices established throughout China, and since they can issue money orders payable in Europe they are able to divert a certain amount of trade from the United States.

As fluctuations in foreign exchange make business in China extremely difficult and sometimes even hazardous, this feature must also be taken into consideration. The rate of exchange varies constantly, and always complicates the question of remittance. The rates of foreign exchange are usually established at Shanghai, and in many interior cities they are never known until several weeks have elapsed. Many business houses will not, therefore, undertake a remittance without leaving a very large margin in their favor to protect them against loss by exchange. This discourages to a certain extent the remittance of foreign money from the interior.

MAIL-ORDER BRANCHES NEEDED

Because of the difficulties above explained, the American mail-order business in this district is not nearly as large as it should be. If mail-order houses would establish branches, or even appoint agents at Shanghai, they would, I believe, find it extremely advantageous. They should make it known that remittances could be received in Shanghai in the form of Chinese currency, and customers residing in the interior would

What Style of Copy Sells the Most Goods?

A SHORT time ago we acquired the account of a mail-order advertiser. Today he is securing direct orders from his magazine advertising on a \$3.00 article at about 40c each—formerly they rarely cost less than \$1.25—using the same media on the identical proposition.

There are many advertisers selling through dealers whose copy is much like that of our mail-order client *before* we took hold.

The only difference is that the advertiser selling through dealers can not know that his copy is only "breaking even," except in a general way. He cannot apply the acid mail-order test of cost per sale.

Now why should a totally different type of copy be used when selling through dealers than when selling direct?

If mail-order tests show that certain styles of copy produce orders at a minimum cost, why isn't it fair to assume that the same types of appeal will send the greatest number of people into stores?

Most advertising men today prepare an entirely different type of copy if the product is to be sold through dealers than they would if the same product were to be sold by mail.

Yet, in the final analysis, the object of the copy is exactly the same—to sell goods at the lowest possible cost.

By action-producing or mail-order copy, we do not mean running the word "free" in reverse plate in the

heading and following it up with a bargain appeal in six point.

There are many examples of successful mail-order copy which are attractive to the eye and which reflect the "spirit of the house."

The demand created through dealers by our "mail-order" copy in a recent campaign has sold up a client four months ahead in spite of greatly enlarged manufacturing facilities, and in the face of adverse general business conditions.

For another—the largest retail house of its kind—a newspaper campaign using our action-creating copy has produced the biggest fall business in their history—and at a time when other houses in the same line were falling behind.

For still another client, this style of copy is putting new territories on a profitable basis in about one-half the time and at a decidedly lower cost than new sections have been made to pay before.

These are only a few examples of what we have been able to accomplish in co-operation with our clients, by applying mail-order, action-producing copy principles to selling goods for concerns *not* in the mail-order business.

We should be pleased to show you records of results covering the campaigns referred to here, and others, with examples of the copy responsible for these results. Just say you are interested on your business letter-head, and you will hear our story promptly. Write us today.

Ruthrauff & Ryan—Advertising
450 Fourth Ave., New York City

Newspapers and Trademarks

That the value of a trademark depends largely upon its constant appearance in some place or places, which will make it and the goods it represents known upon sight, is a basic truth of present-day advertising science. The trademark may be simple or complex—a word or a picture—or both. But whatever it is, its value is only in proportion to the public's familiarity with it.

To accomplish this end, few methods can approach newspaper advertising for effectiveness. The daily paper is a necessity with every intelligent person. It offers advertisers and manufacturers just the opportunity successful trademark exploitation requires.

Just as newspapers are foremost among advertising media for such a purpose, so is

The Seattle Times

in the vanguard when the country's leading newspapers are under consideration. It has long been the leader in the great Pacific Northwestern territory which it covers, and is adding steadily to its power and prestige. Progressive management, "all the news that's fit to print," and an unceasing aggressiveness in the best interests of the people, have put the Seattle Times in a class by itself.

Both local and national advertisers have not been slow to make the most of this situation, and the volume of business The Times carries vouches for its worth.

Full information for the asking.

Times Printing Co.

Seattle, Washington

The S. C. BECKWITH SPECIAL AGENCY

Its Foreign Representatives

New York

St. Louis

Chicago

thus find it much easier to pay for their goods. They could either send Chinese postal money orders or checks on Shanghai banks, both of which may be obtained with little difficulty in any part of China. The rate of exchange could easily be adjusted in the following manner: American mail-order houses could agree to accept remittances at the United States Treasury rate of exchange. This is announced quarterly and is based upon the market rate for the previous months. In the long run, therefore, the market rate of exchange would be received, and no loss would be sustained by the mail-order houses. The customers in China could always receive the latest rate from the nearest American consul and could arrange their remittances accordingly. American consuls in China receive telegraphic instructions as to the exchange for each quarter and would be only performing their ordinary duty in communicating this rate to prospective buyers of American goods. If American mail-order houses, therefore, adopt the Government rate of exchange each quarter and establish agencies at Shanghai, they would make it much easier for Chinese, as well as foreigners, in the interior to purchase and pay for their products.

The length of time it takes to obtain goods from America is another deterring factor. A great many Chinese place orders in Shanghai because they have immediate need for the goods. It might, therefore, be worth while for American mail-order houses to keep in Shanghai small stocks of certain goods which they find are in constant demand, and to advertise the lines which are thus always available. Collars, neckwear, hats, hosiery, underwear, and other such articles of dress could, I believe, be stocked at Shanghai to great advantage. Chinese who adopt the foreign style of dress are usually very anxious to purchase the new clothing quickly, and would much prefer to buy it in Shanghai. There would be a continual demand for not only the articles

enumerated, but collar buttons, shirt studs, watch fobs, cuff buttons, and similar articles of adornment. Stationery supplies, games, builders' hardware, tools, toilet articles, and books could, I believe, be very profitably sold to interior cities through Shanghai, and the Shanghai trade could also be supplied at the same time.

Striking Position in Any Paper

THE DE LAVAL SEPARATOR COMPANY
NEW YORK, Feb. 6, 1914.

Editor of PRINTERS' INK:

I am enclosing herewith first page of a Minnesota weekly paper which came into the office recently.

I have seen a good, many stunts in the way of "position," and while this

Times.

See 2 For Sale.

SDAY, DECEMBER 24, 1913.

NUMBER 9

HOME HEALTH CLUB.

Topic: "The Home Health Club."

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one may not be new to you, it is new to me. The two little Scott's Emulsion ads on either side of the "header" certainly stand out strong and I am wondering how many small country weeklies would be willing to sell such a position.

G. B. SHARPE,
Advertising Manager.

University Plans Merchants' Week

The University of Kansas has planned a "merchants' week" for May 5, 6, 7 similar in its general plan and purpose to the "farmers' week," common among various universities with agricultural courses.

Professor D. C. Croissant will be in charge of "merchants' week." He is the head of the university's correspondence school. It is aimed to make the course very practical and it will be free to merchants and clerks of Kansas.

According to the programme so far arranged, May 5 will be advertising day; May 6, store accounting and store management; May 7, retail salesmanship day.



The Raleigh Times

Let's get the right idea about Raleigh, North Carolina.

The present population of Raleigh is 23,000. It is the metropolis and trading center of a large and prosperous farming section.

There are 830,000 people within 75 miles of Raleigh in a rich territory traversed by fine railroads and good highways. Four lines of railroads operate a hundred trains daily.

It has eight banks with deposits aggregating over \$8,000,000.

It is the educational center of North Carolina. At the several institutions of higher education there are more than 4,000 students enrolled. They come from all parts of the South.

THE RALEIGH TIMES

"Five Dollars a Year and Worth it"—is the keen, clean, forceful, metropolitanized evening newspaper that everybody in Raleigh takes and likes.

Mr. Advertiser, through it you can cover Raleigh thoroughly and reach out into the country as far as its local merchants do.

And at 1 1/4 cent an agate line flat. Splendid opportunity. Seize it.

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

Manager AND Partner Wanted

We must increase our A. A. Billposting and Painted Display plants in Santa Clara, Santa Cruz and Monterey Counties, California, at once to take care of 1914 and 1915 orders and centralize management in San Jose for this territory.

Young married man preferred.

Investment of \$30,000 required for one-half interest.

Predetermined income guaranteed.

The chance of a lifetime to come to California and get into one of the fastest growing industries in its richest and mildest climated valleys.

J. Chas. Green Co.
BILLPOSTING

City and Country, Bulletins and Walls
Home Office—SAN FRANCISCO

One Advertiser Gives Credit to Another

An easy way of adding a tone of sincerity to an advertisement was recently tried in Brooklyn. The Matthews drygoods store of that city conducted what was known as a "Clover Day Sale," and instead of appropriating the "Clover" idea, the Brooklyn store ran this line across the top of its page ad: "Clover Day was originated by Strawbridge & Clothier—that famous house in Philadelphia."

That Strawbridge & Clothier appreciated the credit given for their idea is shown by the following expression from R. H. Durbin, the Philadelphia store's advertising manager:

"Clover Day has been copied, at least in so far as printed forms are concerned, by many stores, but never before have we been given credit. There is no patent on this idea, of course, and everybody has the right to use it, which makes the Matthews concern's course appear all the more creditable. And aside from any thought of this store's prominence, I believe that the very sincerity in the matter adds strength to the announcement."

Valentine Features Auto Wheel Demonstration

Valentine & Co., the varnish manufacturers, have been using a demonstrating display at the automobile show this winter which is a clever adaptation of the window display of a miniature submarine boat described some time ago in **PRINTERS' INK**.

The new Valentine demonstration consists of an automobile wheel revolving in soapy water and is a startling exhibition of Valentine's Vanadium Chassis Finishing, a varnish which it is claimed is absolutely unharmed by the caustic action of automobile soap.

Six spokes of the wheel are finished with other automobile gear varnishes. These, of course, do not withstand the soapy water and turn white.

The display is being featured in copy which is running in trade journals.

Jobbers Plan a Campaign

The Western Fruit Jobbers' Association, at its annual convention in Kansas City, decided to establish a publicity and advertising bureau to secure justice for the middlemen. The jobbers asserted that the general idea that the high cost of living is due to them is totally wrong, and that they have done much to hold down the cost of produce and fruits. Just how much money is to be spent has not yet been determined.

Now It's "Seed Tape"

The American Seed Tape Co., Cleveland, Ohio, is advertising seeds properly spaced inside paper tape and fastened with glue fertilizer. The idea is to unwind the tape from the spool and plant it. It is claimed that this method is not only easier, but saves waste.

Displaying Goods in Rival's Showcase

COLLIER'S
NEW YORK, January 21, 1914.
Editor of PRINTERS' INK:

I am attaching a copy of a self-explanatory letter which we recently received and I thought you might be interested in using it in PRINTERS' INK together with an expression of your views. It brings up a very interesting question.

Thanking you for past courtesies which I assure you are much appreciated.

A. C. G. HAMMESFAHR.

The letter referred to by Mr. Hammesfahr comes from the Retail Merchants Association of Cairo, Ill., and propounds the following question: A retail merchant buys goods from manufacturer No. 1, and receives with them a display case prominently labeled with the manufacturer's trade-mark. Later on, the merchant buys similar goods from manufacturer No. 2, and places them in the display case? Is he breaking the law?

Undoubtedly the practice of displaying goods in a case furnished by the maker of competing goods is hardly fair to the latter, but we do not know of any law which would be specifically violated by such an act on the part of an individual merchant. If the practice were particularly widespread it might furnish grounds for belief that manufacturer No. 2 was encouraging dealers to sell his goods by such means. Proof of such encouragement would be good evidence in a suit for unfair competition against the manufacturer, and the court might enjoin such acts for the future, but it would take a good many instances of the kind to build up a good case.

As against the individual merchant, in our opinion, it would be difficult to proceed unless manufacturer No. 1 could show that by displaying the rival goods the merchant had broken a contract. If the display case was given outright with a certain quantity of goods, and became the property of the merchant, such procedure would be practically impossible.

It is possible, of course, that

What Omaha People Think of The World-Herald

There are approximately 36,000 English reading homes in Greater Omaha.

Here is the net average circulation of the World-Herald in Greater Omaha for the last six months, and two years ago:

	Daily	Sunday
Jan. '14.....	28,772	24,038
Dec. '13.....	28,012	23,384
Nov. '13.....	26,857	22,340
Oct. '13.....	26,368	21,635
Sep. '13.....	26,183	21,259
Aug. '13.....	25,847	20,871
Jan. '12.....	21,862	18,415

The World-Herald circulation in Greater Omaha has increased over 30% in two years, and is by far the largest of any Omaha paper.

The World-Herald subscription price is the highest in Omaha, with no premiums or inducements, except that the World-Herald gives its readers a daily average of 12 and 20 columns more news and features than the two other Omaha papers. Average net total circulation, January 1914:

DAILY..... 60,331

SUNDAY..... 45,996

In Omaha The World-Herald Is Supreme

Daily 8c a line Sunday 7c a line

Representatives, VERRE & CONELIN,
New York and Chicago.

CREX

will use some daily newspapers in July and August.

MYRON W. ROBINSON

Pres. Crex Carpet Company

in Printers' Ink interview says: "This is essentially a dealer campaign. We want the dealer's co-operation and this helps to get it."

NEW ENGLAND

dealers know the value of newspaper space and they will co-operate with the advertiser when he uses space in the

Local Daily Newspapers

These local dailies are selling the merchandise of the dealers every day, and they appreciate their power. An advertiser seeking dealers' co-operation would do well to do what Crex has found it well to do. To get the full measure of help in this section Crex should see to it that these 12 leading papers are on their advertising lists.

<i>Lynn, Mass., Item</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford</i> <small>Standard and Mercury</small>	<i>Meriden, Ct., Record</i>
<i>Salem, Mass., News</i>	<i>Waterbury, Ct., Republican</i>
<i>Springfield, Mass., Union</i>	<i>Portland, Me., Express</i>
<i>Worcester, Mass., Gazette</i>	<i>Burlington, Vt., Free Press</i>
<i>Bridgeport, Ct., Telegram</i>	<i>Manchester, N.H., Union and Leader</i>

in some States the laws against false representations might be construed as covering such an act, but the result would be so extremely doubtful and the expense so great in proportion to the relief, that it would hardly pay the manufacturer to bring an action.—[Ed. PRINTERS' INK.]

Definition Should Be Broad

THE WISCONSIN AGRICULTURIST
RACINE, WIS., Jan. 26, 1914.

Editor of PRINTERS' INK:

Evidently my attempt at defining "Advertising" has caused some dissension, judging from the two recent letters by advertising "specialists," which appeared in recent issues of PRINTERS' INK.

I guess we rather got out of Emerson P. Harris's depth when we discussed "intangible forces," for he has selected as comparison, most apparent and tangible elements in the *Militant Suffragette* and the *Hustler for the Anti-Publicity League*.

Seriously, I must differ with Mr. Harris, for the correct definition of "Advertising" should be broad. Defining the subject seems to hinge upon whether one considers advertising as the act of accomplishing the end, or the power produced by the act.

I prefer to think of "Advertising" as a force. It is intangible because it cannot be gauged; it is voluntarily and involuntarily used; privately and commercially; and it always molds public opinion—using the word "public" in its broad sense as meaning "people."

Now Mr. Rosenthal seems to be willing to tear down without being able to build up, and if he pursues that policy very long, he will neither mold opinion, nor remove molds, but will gradually mold away. That isn't a joke—it is some of Mr. Rosenthal's humor gone astray.

My suggested definition said nothing about "forming opinions and keeping them formed." If publicity is a power which forms opinions, it can reform them if used in a different degree.

FRANK W. LOVEJOY.

New Officers of Cedar Rapids Ad Club

New officers recently chosen by the Cedar Rapids, Ia., Ad Club are as follows: President, Edward Killian, president of the Killian department store; vice-president, Hugh A. Orchard, of the Redpath-Vawter Chautauqua Company; secretary and treasurer, J. S. Forbes, of the Iowa Railway and Light Company.

The St. Louis Boot and Shoe Association has arranged to advertise St. Louis shoes in leading South American cities, this spring, through moving pictures and a lecturer.

The REGISTER will sell more goods and sell them at a lower cost than any other daily paper in

New Haven

The largest city in CONNECTICUT, a wealthy, growing, high class city in which all advertisers will find it profitable to market their goods.

The Evening Register

is the only two-cent afternoon daily in New Haven and has not only by far the largest afternoon circulation, but has a greater individual net circulation than any of the penny dailies. A glance at the news columns and departmental pages of the Register will show you why. The Register leads not only in circulation but in display and classified advertising.

JULIUS MATHEWS, Representative.

A Word with you, Mr. Progressive Advertising Agent—

Our Service solves the Lost Newspaper Question.

Your Checking Dept. is handicapped; S. & M. Service removes the handicap.

Alone—we accomplish much Good; with YOUR co-operation, we can accomplish much more.

Newspaper publishers are paying out MONEY to help you perfect and simplify your Checking Department.

Several progressive Agents have expressed a willingness to share the costs of S. & M. Service. A united action of this kind means A LOWER RATE TO THE PUBLISHER—present rate, 6c per month—per Delivery.

Are there any other Progressive Agencies in N. Y. interested enough to give me five minutes in which to present my plan for insuring safe and prompt delivery of Out-of-town newspapers?

Yours in Co-operation,

George V. Schworm

Schworm - Mandel of New York

145 West
36th
Street



New
York
City

No method of printed salesmanship approximates so closely that of the flesh-and-blood salesman as the

House Organ

properly applied and edited. Consult me about it, as was done by the writer of the following letter:

"I have been told by the editors of A. & S. that you have made a special study of this and *probably know more about House Organs than any man in the United States,*" etc.

C. R. LIPPMANN

Advertising Counselor

37 E. 28th St., New York

FOR SALE

Advertising space in HEMLANDET, America's first Swedish newspaper, at a lower rate per thousand paid circulation than you can buy in any other Swedish newspaper in America.

NO SECRETS

HEMLANDET'S subscription books and records are open at all times for the inspection of any sincere advertiser or his authorized representative.

OUR GUARANTEE

HEMLANDET guarantees, for the calendar year 1914, an average net paid circulation in excess of 50,000 complete copies each issue. Should the circulation average fall below the figures quoted a pro-rata cash rebate will be paid contract advertisers.

Rates, sample copies and other information on application.

HEMLANDET COMPANY

1643 Transportation Bldg.
Chicago, Illinois

Selling to Scattered Dealers

LUTHER GRINDER MFG. CO.
MILWAUKEE, WIS., Jan. 24, 1914.
Editor of PRINTERS' INK:

Have you any information at hand that would enable you to give us a satisfactory answer to this question?

Is it probable that we can find some one who is making the smaller towns in Canada calling directly on the trade, or must we depend upon the jobber to take care of this business?

Our men should go direct to the retail hardware trade. Without our doing this the jobber is likely to fall down because he does not understand the line thoroughly and does not demonstrate it to the dealers as it needs. In this country we have men going direct to the retail trade. They get the initial order, the dealer finds out what the line is and sends his re-order to the jobber.

We should like to do the same in Canadian territory. We have got in touch with any number of manufacturers' agents who are making about two dozen largest towns in Western Canada. So far we have been unable to get in touch with anyone who is already making all the towns of 500 or more and who could take our line in connection with what they are now carrying.

What we should like to have you tell us is whether or not you think we are barking up the wrong tree in trying to find some one of this sort. We believe that you have the information available which will enable you to give us an answer to our problem. Will you kindly advise us regarding it at your early opportunity? We realize that we are not justified in going to you, but the writer has been for several years a reader of your publication and thinks a great deal of your organization. Can you not help us out by helping us solve this problem.

L. L. NEWSON,
Secretary.

The problem of making the smaller towns in a sparsely-settled country like Western Canada is one of those which has puzzled a great many manufacturers. Not only are the places far apart, making the trip an expensive one from the mere point of fares alone but trains are few and it is impossible to work more than one or two towns a day. The prospective business needs to be a large one to justify the expenditure.

Where a manufacturer is handling several different lines, it is possible he might make such a trip profitable, but the fact that manufacturers' agents who know the territory thoroughly find it only pays them to make the larger towns seems to point to the diff-

culty of doing so, even under such circumstances. There do not appear to be any men who are covering this section and including the smaller towns in their itinerary, save the jobbers' salesmen. It is evident that the inquirer will either have to send a special representative and charge a proportion of the cost to "promotion expenses," or else he must be content to let the jobbers work the territory for him.

It is possible, however, that a co-operative campaign might be organized by which both manufacturer and jobber might benefit mutually.

Advertising in trade journals would bring a first list of prospects, and this list the jobbers would doubtless be glad to supplement, once they found a disposition to co-operate with them being shown by the manufacturer. Then a suitable follow-up campaign should result in a good proportion of these being turned into actual customers. The very difficulties involved have a tendency to eliminate competition, to the advantage of those manufacturers who have sufficient enterprise to reach out into these undeveloped territories before the rush begins. It takes a little time, but Western Canada is a rapidly growing field and American manufacturers have the great advantage of being by far the most favorably situated, to take care of its needs.—[Ed. PRINTERS' INK.]

Plans to Improve Certain Civil Service Ads

The Municipal Civil Service Commission of New York, has engaged Joseph Ellner of the Jos. Ellner Co., New York, to investigate and supervise the advertising done by the Civil Service Commission. Last year, over \$21,000 was spent by the city in local newspapers, class and technical journals in advertising the examinations for the various positions open in the city government, under Civil Service rules.

In appointing Mr. Ellner, the object of the commission is not only to determine whether the city is getting full value for its advertising appropriation, but to find if the advertising is attracting the best fitted men and women to the public service. Mr. Ellner proposes to make radical changes in the form, wording and make up of the advertisements. The special list of media will be abolished.

Portland MAINE

is one of the finest cities in New England, from both a residential and industrial standpoint. The thoughtful advertiser who figures to spend much or little in 1914 would do well to include Portland in his list of advertising activities. The

Evening Express

is alone in the afternoon field in Portland. The superb newspaper service that it gives to the people of this city leaves no field for competitors. This permits an advertiser to cover the Portland field well at a fair rate by the use of One paper—the Evening Express.

Largest Daily Circulation in Maine.
Largest Display Advertising.
Largest Classified Advertising.

JULIUS MATHEWS, Representative.

These 100,000 Boys Should Know You and Your Products



WHY don't you tell them?
It's bound to sell your goods. These ambitious, wide-awake boys eagerly await each issue of

The Boys' Magazine

and read it from cover to cover. Let them hear from you—then watch your sales record go up. It's a high-class, clean and sturdy magazine. Gets the class of business you want.

50c a line. 45c a line for 2 page or more.

THE SCOTT F. REDFIELD COMPANY
Publishers Smethport, Pa.
Western Representative, Jas. A. Buchanan
1215 Marquette Bldg., Chicago, Ill.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

Let The Business Builder Increase Your Sales

The Business Builder Calendar has advertising and selling ability. It has no pictures, frills or fripperies, but it arrives, stays (board free) and does things for you if you sell to business men. It is different.

It is a desk calendar that is not a novelty. It is half calendar and half business message, but above the ken of other things by that name. It is a winner.

A thousand Business Builders for you mean one thousand bright spots before the eyes of one thousand buyers of your goods for 12 months. The large production has enabled us to reduce costs, standardize the goods and fix the price far below actual value. Send for a sample to

The Originators & Manufacturers

THE DANDO COMPANY
26 South Third Street
Philadelphia

Sampling Through Dealers

Manufacturers of articles sold through drug stores are receiving co-operation from the May Drug Company's stores in Pittsburgh, which recently distributed 20,000 trial or sample packages for manufacturers. The May stores made up 2,000 bags, each containing about a dozen sample packages of various toilet powders, creams, etc., and distributed one bag to each customer making a purchase amounting to 25 cents or over.

As an inducement to attend the opening day of a "Housekeeper's Sale," the Scott Griggs Company, of Cleveland, gave free, with all purchases made in the basement, a bag containing eighteen sample packages. The following products were in the bags: Quaker Oats, Curtis Blue Label Ketchup, Van Camp's Pork and Beans, Hand Sapolio, Liquid Veneer, Karo Corn Syrup, Kingsford Corn Starch, Malt Breakfast Food, Presto Flakes, National Oats, Sweetheart Soap, Wool Soap Chips, Shaker Salt, Bon Ami Powder, Knox Gelatine, Kisko, Vulcanol Stove Polish and Rub-No-More Washing Powder. The contents of each bag was valued at 75 cents, and only 1,500 samples were given away.

Crisco Argument for Larger Sizes

The new Crisco advertising of The Procter & Gamble Company of Cincinnati, is based on facts that appeal to the housekeeper. One third of the space at the top is taken up with an illustration of three cans showing the actual net weight of the contents of the larger sizes of Crisco. The object is to sell the larger sizes by showing the housekeeper that she is buying these sizes of Crisco at net weight instead of gross weight; that she is paying for the contents only and not for the tin. The housekeeper is induced to give serious thought to the weight of the can in buying cooking fats. It is pointed out clearly that the true economy is in buying the large package.

A Definition from Dixie

THE HARRIS ADVERTISING COMPANY
PAVO, GA., Feb. 6, 1914.

Editor of PRINTERS' INK:

Having just finished reading a number of advertising definitions in the December 25 issue of PRINTERS' INK, I send in a suggestion from the "Sunny Southland."

Advertising—is the art of enlightening, influencing and persuading people as to where to go, why to go and what to go for, by means of display or illustration.

I think this one covers the subject completely.

C. W. HARRIS.

Hay's Hair Health, made by Hay's Specialties Company, Newark, N. J., is being sampled by an arrangement with druggists who advertise to give away 4,000 trial bottles of Hay's Hair Health free on one day only, one to a customer.

Sensational Guarantee Offer of Satisfaction

The Charles H. Fuller Agency, Chicago, is handling the account of the F. P. Stewart Mfg. Company, of Findlay, Ohio, makers of Stewart's Magic Washing Crystal. The space used is about 700 lines in a list of large-city newspapers.

The style of the copy is sensational, with such headlines as "Women Be Free," "Don't Let That Washboard Break Your Back" and "Washboards Are Doomed" being featured. Another sensational feature is the \$100 reward. The statement is made that anyone who buys a ten-cent package and after using half of it, finds that it does not prove entirely satisfactory will not only have the purchase price refunded but will also receive a present of \$100.

The request is made that after a half package has been used and the woman is not convinced that the Crystal does not clean the clothes in one-half the time and better than anything she has used to send for one of the firm's representatives who will use the other half for her. A special order coupon is printed in the advertisement, with spaces for the grocer's name, and the purchaser's name and address. This is to be filled out and handed to the grocer at the time the purchase is made. It is a sort of a notice to the grocer which reads: "If you do not have Stewart's Magic Washing Crystal—please get it for me at once from your wholesaler and deliver my package to me immediately."

Ad Clubs and Spirit in England

One of the outstanding features of the year is the advance of the club spirit amongst advertising men; the beginning, we believe, of something more than the establishment of facilities for social intercourse, says *The Advertiser's Weekly*, of London, under date of January 8. In London we have on the active list the Sphinx, the Aldwych, the Thirty Club, the Fleet Street Club, the Publicity Club, and the Association of Advertising Women. Of these clubs, the Sphinx is a dining club with a penchant for distinguished guests; the Aldwych is a social club and center for advertising men, with a leaning towards educational effort; the Fleet Street is a social club, but it has of late shown marked public spirit; the Thirty is a monthly dining and debating organization; the Publicity Club is meant chiefly to encourage young advertising men by bringing them into touch with leading workers in the field; the Association of Advertising Women is a professional society formed for the purpose of advancing the status of its members, and, if necessary, protecting their interests—perhaps the most considerable platform on which an advertising organization has yet been built. There is also a Society of Advertising Consultants.

21,898 DAILY

The Gazette's growth is due to giving a good newspaper and always being on the square with the public and the advertiser. Naturally, it has the confidence and esteem of both.

WORCESTER MASS.

Evening Gazette

shows by the volume of display carried each week day that it is the great sales force of Worcester—the home of 160,128 people—the second city of Massachusetts—a peaceful, industrial city of high-paid skilled mechanics—the seat of Holy Cross College and Clark University. Advertisers who use the Gazette surely go right.

JULIUS MATHEWS, Representative.

An Agency Opportunity

We are in a position to give some appreciative New York advertising agency unusual ad setting service.

Ads Set Right

is our specialty. Our type faces are of wide selection and all sharp and clean moulding. Compositors are picked for ad setting skill, assuring lowest possible cost consistent with highest grade work. Service the best.

Send for booklet, "Bradley on Typographical Display."

The Franklin Press, Inc.
243-249 W. 39th St., New York, N.Y.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE, General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30, quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 19, 1914

Handling the Circulation Liar

A technical paper in an important industry has accumulated a vast quantity of evidence indicating that a competitor is making false circulation claims. There seems to be a very laudable disposition among trade and technical publishers to spend time and money to put themselves on a sound foundation in regard to circulation data; but on the other hand there are a considerable number who cling to the old fashion of sending out broad and indefinite circulation claims.

For instance, if the leader in its field has 10,000 paid-in-advance circulation, a publication with only half that amount promptly sends out a statement claiming 10,000 "circulation." It may even give numerical distribution by States for this amount.

But no information is furnished as to how large a portion of the alleged "circulation" is paid for, how many copies go to former subscribers who have failed to renew, how many are returned from

newsstands unsold, how many are sample copies, how many are complimentaries, how many are held for "office files," how many subscriptions are secured by giving away a book or other premium, and so on.

It is to be hoped that the agitation for complete circulation data, which has been carried on by advertisers for some time, will soon reach the stage when more of them will insist on something beyond mere figures, unexplained and indefinite.

In a technical or trade paper a single contract for a year's advertising amounts to anywhere from \$1,000 to \$10,000. It would cost the advertiser only a small amount of money if, before making a contract, he would send a representative to the office of the publication being considered, to go through the entire mailing list to ascertain the accuracy of the claims.

This could easily be done, provided the advertiser's representative understands circulation methods, so that he can intelligently check up the subscriptions. By picking out from the mailing list, say, 300 to 500 names, and asking for the original orders, then referring to the cash book to see how much was received from those subscriptions, he can estimate with reasonable accuracy the truth of the publisher's claims. Of course PRINTERS' INK does not claim that this represents a complete audit, but the unwillingness of many publishers to permit it at all, and the obstacles others would place in the path of the individual who tried it, would speedily indicate that all was not as it should be.

Some shrewd advertisers, before starting an advertising campaign in a technical or trade paper, first insist upon a sworn detailed circulation statement over the publisher's own signature, covering a period of one year, with all unpaid circulation eliminated. And as most publishers now realize the penalty for perjury, it is sometimes amusing to see how few publishers respond to such a request. Instead, a smooth-tongued,

glib solicitor is sent around trying to work the old game of "explaining" in a way that does not explain anything except that the publisher has been lying.

Of course the publisher who has evidence of false circulation claims on the part of another publication has the option of going into court and proving his contention; but many of the leading publishers in their fields know that such action may cause the impression that the weaker publication is being "hounded" and naturally the circulation liar is only too glad to take advantage of such an impression in soliciting business.

We hope soon to see the day when no advertising contract can be secured by a publication not willing and glad to submit a sworn, detailed circulation statement, showing not merely the number of copies printed but what becomes of them. A bank president who is considering an important loan to a business man demands a frank and complete statement of the applicant's entire financial situation. Similarly, why is not an advertiser entitled to have all the cards placed before him face up?

One-Cent Postage an Advertising Tax

At a meeting of the executive committee of a prominent association of manufacturers, the other day, the question came up as to the advisability of endorsing the campaign for one-cent letter postage. A member of the committee who is a well-known national advertiser expressed himself somewhat as follows:

"It is perfectly well understood that the establishment of the one-cent rate depends upon the raising of the second-class rate for carrying newspapers and periodicals. It is simply a shifting of part of the burden from one class of mail matter to another. Publications, as a rule, are not earning any very exorbitant profits, and the doubling of the rate for postage will simply mean an increase in the advertising rates.

"I think the publications are giving advertisers a fair share of their Governmental franchise by carrying advertising at present rates. Any saving which might be made in letter rates would be offset by higher advertising costs. I do not think we ought to endorse the campaign as it now stands."

Other members of the committee agreed with the speaker. Some of them were not advertisers, but knew that they might become advertisers some day. They saw the force of the argument, with the result that the one-cent postage movement was not endorsed.

Nor is the force of that argument apparent only to advertisers and possible advertisers in national mediums. The dealers in the field say that the advertiser quoted above gives them more live inquiries from his advertising than they get from anybody else. They do not want one-cent letter postage at his expense. And in the last analysis, of course, a raise in the advertising rates must be borne by the only class which *can* bear it—the consuming public. Plentiful evidence has shown that good advertising is an economy; that it secures to the public better goods at a given price than could be had without it. A tax on advertising can only be offset by raising the price or lowering the quality, and the consumer must pay. No theory of taxation that we know of maintains that one can take money out of one pocket, put it into another, and still retain the same amount in each.

We are heartily in favor of one-cent letter postage just as soon as the Post-Office Department can boost its efficiency to the point where such a rate is possible. But we cannot see that the shifting of part of the burden from one shoulder to the other will lighten the load any.

Fixing Appropriations by Formula

The article on the Rexall advertising in last week's PRINTERS' INK, discloses a very remarkable system of apportioning the local space according to the

results of the national campaign. Whether or not it is the most profitable system which could be devised, it is at any rate a recognition of the fact that there is some definite relationship between national and local publicity, and an attempt to put it upon a mathematical basis.

Such attempts are always interesting, however much one may doubt the possibility of securing formulae which will take the place of the human quality known as good judgment. We have seen advertising appropriations based upon a certain percentage of gross sales, sampling campaigns which represented a certain proportion of the profits; recently an advertiser has developed a scheme of enclosing coupons with the goods, exchangeable pro rata for space in the dealer's local newspaper. The dealer is supposed to extract the coupons from the case in which the goods are packed and forward them to the advertiser, who thereupon furnishes electros to the papers.

Undoubtedly each of those systems has its value, and those who follow them may regard them as inviolable rules of advertising practice. But nothing is truer than the old maxim that a good rule is made to be broken, and these advertising rules are no exception. There comes an off-year and gross sales decrease—just at the moment when an increased appropriation is necessary, the inexorable percentage of sales decrees that it shall be reduced. Competition suddenly develops in a given territory and a sampling campaign should be launched at once—last year's profits grimly forbid it. A Southern jobber fails to sell a dealer in Macon, and no coupons come in for redemption in space—Macon citizens are allowed to forget the goods until the dealer orders a new stock. So long as business is good and progress steady, the rule holds, but an emergency is a time to honor the rule by breaking it.

We do not fancy for one moment that the United Drug Company would discontinue all local advertising if the national campaign on the trade-marked lines

should fail to show an immediate profit for a season. The good judgment of the heads of the concern would overrule the mandates of any cast-iron system, as it always has and always will.

Growth of the Service Idea

Speaking of paternalism, can you imagine a government

more active in the distribution of benevolent advice than advertisers are? Nobody that we know of has ever compiled a list of all the services offered to possible customers "without cost or obligation," but they range all the way from instruction in bookkeeping to complete plans and specifications for a heating plant, a plumbing system or a seven-room bungalow. Anybody can avail himself of the service (and real service it is) at the trifling cost of entertaining a salesman or two.

A small item in *PRINTERS' INK* for January 29 described the free engineering advice offered by the Gas and Electric Company of Baltimore. Its publication brought forth a letter from the Moller & Schumann Company (varnishes, enamels and japans), Brooklyn, N. Y., describing a service department dealing, not with painting problems, but with *advice on credits*. The following extract indicates the scope of the undertaking:

Does the customer want to borrow money from the bank, and does he lack the ability properly to prepare a financial statement, the credit department will assist him. Is the customer in doubt as to how to proceed to file his tax report with the State, county or internal revenue office; the department will save him a lawyer's fee.

This is quite the biggest responsibility we have seen any advertiser assume, but if the credit department is able to blaze a clear trail through the income-tax jungle it ought to earn the undying gratitude of many a large user of varnish and enamel. It all goes to show how the service idea is gaining ground and how rapidly we are discovering that it pays to take an interest in the welfare of our customers, even in matters which do not immediately affect the sales-book.

An Increase of 65%

In Newsstand Sales

This gain for December, 1913, compared with the corresponding issue of 1912, is explained by these letters recently received—

From the Passenger Traffic Agent of a Railway System

"I was late at the office this morning because I sat up until 2 A. M. reading the January Century."

From an Advertiser Who Watches Shifting Values

"The Century certainly has been showing a new spirit in the live and vital interest of the articles presented. We shall not forget this and the sound standing of The Century for so many years, when the time for our Spring advertising approaches."

From a Magazine Publisher

"Stop publishing so good a magazine. I was up until midnight reading it."

THE CENTURY MAGAZINE

is being highly endorsed these days by the general public—and most particularly the business men. This simply means that the advertising value of this great magazine is constantly increasing.

"The new spirit of The Century" is a Fact,
not a Fancy

Government Agent on Price Maintenance and Public Policy

Special Washington Correspondence

MAINTENANCE of resale prices has become a subject of such importance as affecting the whole business world that it served to engross the entire attention of members of the Chamber of Commerce of the United States on the third and last day of the second annual meeting of this influential organization, held in Washington. Last year there was some difference of opinion among leading men of this national chamber of commerce as to the wisdom of allowing this topic of price maintenance to come before the body for open discussion, but latterly the question has attained such significance in all branches of the advertising, manufacturing and merchandising fields that it was conceded to be essential that a general trade body such as this take cognizance of the issue which has been raised.

Commissioner of Corporations Joseph E. Davies opened the forum on price maintenance on the final day of the chamber meeting, and this fact alone is calculated to give significance to the discussion inasmuch as this is virtually the first and only expression on the subject in which the head of the bureau of corporations has indulged. That any comment by Commissioner Davies, however inexplicit as to personal convictions, must be of unusual interest is due to the circumstance that it is to Mr. Davies that Secretary of Commerce Redfield has assigned the task of conducting a thorough official investigation of the whole subject of price maintenance,—the first investigation of this kind, it is claimed, that has been undertaken and certainly the first formal probe of the subject which has been entered upon by the executive branch of the Federal Government.

In opening the discussion Commissioner Davies said: "The discussion is addressed to the right of the manufacturer to establish

at successive stages the resale price of the goods of his own manufacture which shall be binding through the various stages, even to the extent of being binding upon the retailer in his final resale of goods to the consumer.

"This practice has obtained in the past with reference to patented articles, as well as to those non-patented, and has developed coincident with the development of modern advertising methods.

"For a number of years it is alleged that the decisions handed down by the lower courts were generally favorable to resale price maintenance as to copyrighted and patented articles. In recent decisions of the Supreme Court of the United States, however, the practice of fixing a resale price has been declared illegal.

"In 1907, the Supreme Court of the United States, in the case of *Bobbs-Merrill Company vs. Straus* denied the right of a publisher to maintain the resale price of a copyrighted book.

"In 1911, in the case of the *Dr. Miles Medical Company vs. Park & Sons Company*, the same court held that an attempt to fix the resale price on articles of general use, except those produced under patents or other statutory grants, would be against public policy and void.

"In 1913, in the case of *Bauer et Cie and the Bauer Chemical Company vs. James O'Donnell*, the Supreme Court of the United States denied the right of a manufacturer of patented articles to limit the price by notice at which future retail sales of the patented article were to be made.

"It is now urged that this practice should be sanctioned by law and that an express statute should be enacted to give to manufacturers, under certain restrictions, the right to fix the price at which the articles of their manufacture, respectively, should be finally sold to the consumer.

"The Bureau of Corporations is

now engaged in making an exhaustive study of the question from an economic point of view. It is our purpose to make that investigation fair and impartial, without preconceived bias, prejudice or judgment. For that reason I express no opinion upon the merits of the question at this time. It can be said, however, that this question is not a simple one. It is most far-reaching in its effect. There are, excellent reasons advanced in its favor and strong arguments urged against it. Its importance is not confined alone to the manufacturers, the wholesalers, the jobbers and the retailers; in the matter of the cost of living it affects very vitally the great body of consumers in this country. In the processes of production from the raw materials to the final consumer,—the processes of extraction, manufacture and distribution,—it is commonly stated that one of the greatest factors contributing to the high cost of commodities is found in the latter process; to wit, the process of distribution. This question has vitally to do with that particular phase in the economy of the na-

tion. It is a statement of inexorable fact that no system of distribution that does not ultimately and fundamentally conserve the interest of the great masses of people will ultimately obtain; and that the interests of manufacturer and distributor alike lie in the establishment only of such a system as will conduce to the well-being and advantage of the great body of consumers, for in that alone is there assured lasting profit and advantage to the producer and manufacturer and the retailer.

"In our investigation of this question, we find the advocates and opponents of the proposition earnest, able and enterprising men—broad-minded, far-seeing and patriotic. There is a splendid tolerance and recognition by the proponents of each point of view that the other is honest in his conviction. It has been recognized by both sides that what is primarily needed is a comprehensive exposition of the facts. This is where we hope to serve. Without bias and without prejudice we are pursuing this investigation and are collecting our information from both sides with equal fairness.



H. SUMNER STERNBERG CO.

Merchandising & Advertising

LINCOLN TRUST CO. BLDG.

208 FIFTH AVE.

New York

PERSONALLY, FINANCIALLY AND MECHANICALLY
EQUIPPED TO RENDER AN INTIMATE AND SINCERE
SERVICE TO ANY CONCERN THAT APPRECIATES THE
ULTIMATE IN ADVERTISING AGENCY CO-OPERATION.

"It is one of the significant characteristics of the new day that has come that men of large vision and capacities in the business world are giving more of their best efforts to co-operation with the agencies of government for the ultimate well-being of all men who make the nation. We are meeting with this character of co-operation in this investigation, and we ask your continued aid as business men in our work on this problem."

PROTECTION FROM PRICE JUGGLING

William H. Ingersoll, of Robert H. Ingersoll and Brother, New York, speaking to the text "Protection from Price Juggling" said in part: "We now have standard brands in nearly every field of merchandise, so that if the consumer once finds a satisfactory article, it can be duplicated not only at the same store, but in every section of the country without waste of time, without experiment or disappointment, and even a child can buy with security and assurance against overcharge."

"But new problems in merchandising come with each decade, and now we find the standard brands being employed against the wishes of their producers to further the tendency to monopoly in the retail market. The process used by certain classes of retailers not only threatens the existence of the brands themselves, but tends to divert trade from the local centers to the great stores of the great cities, oppresses the thousands of small merchants in cities and smaller towns and is bringing about that same concentration of business in the retail field which has thrust upon the American people the trust problem. The cut price is now being ruthlessly used on the country's well-known standard brands of merchandise in combination with exaggerated bargain claims on miscellaneous and unknown commodities, and with disastrous effect upon the business of the branded goods themselves."

"The present unscientific, unfair scale of quantity discounts allowed generally to large buyers is turning the retail business into

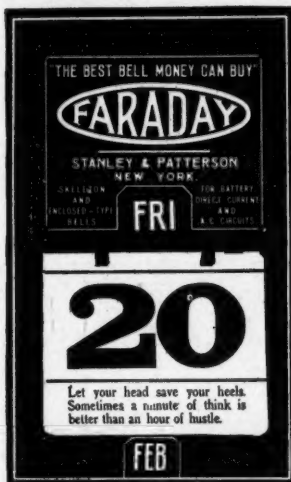
one not of merchandising but of financial manipulation to combine outlets so as to gain buying power and be able to under-buy the general run of merchants. A premium is put upon mere size, permitting wastefulness of management through unearned buying advantage, penalizing the small independent dealer, closing the way to the newcomer and making it impossible for the individual retailer to compete regardless of how capable he may be. Even our newspapers, through their advertising discounts, practically close their columns to the small advertiser. Quantity discounts should be reduced to a scientific scale or abolished, as rebates for quantity freight shipments have been abolished under the law.

RIGHT OF MANUFACTURER TO CONTROL

"The manufacturers of the country are appealing for the recognition of their right to exercise control over the manner in which their own goods are sold after they have been entrusted to the market. One important reason is that they see their smaller customers who generally handle their merchandise fairly, being undermined and their own future market reduced to the fewer large retail institutions which would then have them more fully in their power. It is true that the manufacturers have helped to build up the present system by their price discriminations although it is less true of the maker of standard brands than of miscellaneous wares. It is equally true that the utmost pressure, backed up by great buying power, has been exercised by the great retailers to further their advantage and that their percentage of operating expense is greater than that of the smaller stores, requiring that they buy cheaper or be unable to compete. We must not miss the point that price cutting is a practice not open to the small man because he cannot advertise extensively, he cannot offer cut prices on one thing and recoup on other things, because his lines are limited and his capital small. Some sort of

THE NATIONAL CALENDAR

Widely Known as "706"



Patented
Nov. 30, 1909
Made in Five
Sizes

Sizes: 14 x 23
12 x 19 9 x 14
7 1/4 x 12 5 x 6

Manufactured only by

MATT PARROTT & SONS COMPANY
WATERLOO, IOWA, U. S. A.

A. J. McDADE, General Sales Agent

New York Office, 716 New York World Building

"There is no good advertising that does not imply benefit and service to those to whom it is addressed."—Extract from Editorial in Saturday Evening Post, Feb. 7, 1914.

The NATIONAL CALENDAR renders a distinctly useful daily public service in a simple, dignified and pleasing manner.

"The attention value of an object depends on the number of times it comes before us, or on repetition. . . . The man who sees the same advertisement month after month will at last purchase the goods advertised without ever having paid any particular attention to the advertisement.

. . . The advertisement that is changed completely with every issue is lacking in repetition value, and would be good only when it is of such a nature that a large per cent. of the intended purchasers would read it thoroughly enough to supply the missing links and to unite it to the others of the series. The advertisement with a constant recognizable feature that varies in details from time to time allows for both change and repetition, and is to that extent the best advertisement."—Theory of Advertising (Small, Maynard & Co., Boston), Ch. II, Pp. 24-25-26.

The above illustration shows how the NATIONAL CALENDAR may show a richly colored sign or emblem on the name plate, together with thirty-one separate and distinct descriptive advertisements in a single month, thus combining repetition and change in an intelligent, educational and scientific manner.

The NATIONAL CALENDAR is manufactured under bona fide letters patent and will not be peddled by agents selling a general line of advertising novelties. It is perpetual—good till it wears out—and with fair treatment will last for years. Shall be pleased to mail full size illustration and quote prices on request.

regulation must be exercised under legal sanction so that cut-throat methods in the hands of those with large capital may not be used to oppress the smaller man unfairly. The manufacturers of standard brands urge that the one-price system which has been found so beneficial in the individual store be extended to the standard brand.

"We need the retailer. No better way has been found for getting goods from the factory to the users than through the century-old system of the maker, the wholesaler and the retailer. Systems which pretend to eliminate these factors are found simply to set up employed managers of great corporations in place of the individual proprietors of the other system, and without their self-interest for economical management and to duplicate the older system in every one of its features. There are no savings but merely a change of form, and experience will prove that the change is not for the better."

RETAILER STATES HIS VIEWS

Donald Dey, of Dey Brothers & Co., Syracuse, N. Y., addressed the Chamber on the subject of "Price Maintenance from the Retailers' Point of View." He said in part: "At the point where the manufacturer's agent comes in touch with the retailer with an advertised article, and where that article has intrinsic value and unquestionable merit, it is a simple matter to do business, provided the article offers a fair margin of profit to the merchant, and provided that the exclusive sale is to be given that merchant. The maintenance of price in this case is easy and seems justified and reasonable, but when the article becomes an article of universal sale then many new elements enter into consideration. Here we have the manufacturer bring about a situation for his own interests that has a feature of damaging influence in it to the retailer. He has at once become a procuring cause in a situation that presents tempting opportunities for price cutting.

"The widely advertised article has become an article of great capacity for the establishment of unfriendly competition, indeed it may not be going too far to assign to it the cause. If the manufacturer has given an article of value, in pricing it he must take into account his overhead charges, his selling expenses, and in addition his advertising expense. Here is a point where the retailer may very properly question the manufacturer as to the wisdom of prodigal advertising. The margin of profit must carry this advertising, and therefore it must be admitted that the article itself carries this as a fixed charge, and the consumer pays the bill. The retailer, to a degree, is an innocent party. The energy of the manufacturer has filled the public mind with a desire for the article and the merchant must meet this demand. It has occurred to me that the merchant has a moral responsibility in adopting an extensively advertised article, and when he does so, he has, by this act, endorsed what the manufacturer has said, and also the quality of the article itself. In other words he is binding himself down to a proposition that may in the near future become a thorn in his commercial side."

Later in his address he made the remark: "Chain stores, no matter whether it be shoes, or something else that is nationally advertised, are unresponsive to community interest. Local merchants have a most trying situation created for them by the aggressive advertising of a manufacturer engaged in national advertising. He may stock the article and be a loser. He may seek to effect a peace compact on price with his neighbor and then bump up against a national law that is rigid.

"If it becomes necessary for me to answer the question whether advertised goods, so far as our line of merchandise (dry goods) is concerned, are equal or better than goods that are untrade-marked, my experience would compel me to answer that the open market gives us the most goods for our

money, therefore the commercial and the consumer's interests are better served from the open market than from advertised specialties. Undoubtedly the unadvertised goods escape the additional cost of advertising, and therefore it is reasonable to suppose that the merchandise will cost just that much less."

PREFERS TERM "PRICE STANDARDIZATION"

Mr. Ingersoll made some remarks supplementary to his set

speech and mentioned the fact that he disliked the term "price maintenance," though from force of habit he had made use of the phrase in his address. He preferred, he said, "Price standardization,—uniform service for uniform compensation,—the same price to everybody for the same thing." Later he said: "Those of us connected with advertising know that the great obstacle to success in advertising is that all advertising is discounted as to the truth of the statements made,

Live Mailing Lists Wanted

We are in immediate market for new mailing lists for high class magazine offer. Will buy lists outright or pay for privilege of mailing to list of names.

Give details of lists you have to sell or to rent, i.e., how old; how collected; propositions circularized on; territorial location; city or town names, etc.

**MAGAZINE
Printers' Ink
12 West 31st St.
New York, N. Y.**

1847 ROGERS BROS.



CROMWELL
PATTERN

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MENDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO



and justly so in many instances." Then he referred to the fact that William C. Freeman, after an investigation following the assumption of the advertising manager-ship of the New York *Tribune*, had stated that there was a possible five out of thirty or more department stores in New York City whose statements were worthy of admission to the *Tribune*. Mr. Ingersoll was enthusiastically applauded at various points in his speech and he got a general laugh when, after reading a quotation from Representative Oldfield's article in the annual review number of **PRINTERS' INK**, he said, dryly: "Now, that's just like Oldfield, it seems to me."

The final action at the closing of the last session of the meeting of the chamber was the adoption of a number of resolutions, among which was one on the subject of price maintenance, as follows:

RESOLUTION

Whereas: Fixing and maintaining of resale prices on articles sold under trade-marks and other means of identification which embody the good will of the producer is a matter of vital importance to the public and to the whole business community which should be carefully investigated from the standpoint of producer, dealer and the public.

Now be it resolved that a separate committee be appointed by the president of the Chamber of Commerce of the United States of America to investigate the subject in its economic, public and business aspect and report their conclusions and recommendations to the board of directors of the Chamber of Commerce of the United States of America.

Unfair Competition between a Retailer and a Mail-Order House

A retail store in Chicago, known as the National Cloak Company, was enjoined February 8 from continuing business under that name because of unfair competition with the National Cloak & Suit Company, a mail-order house in New York City. The case is important because of the wide separation of the business of a national mail-order house and a local store, and because of the peculiar injury which was shown to the complainant's reputation.

Judge Kohlsaat, in the United States District Court at Chicago, brought out the fact that so small a part of the complainant's business was secured from Chicago that, "it would not ordinarily seem probable that it would be affected by local attempts to appropriate its

trade." But it appeared from the evidence that many people, dealing with the local concern in the belief that it was a branch of the mail-order house, had been offended by the methods used. It is the policy of the New York concern to fill orders promptly, and to return the money as promptly in cases of dissatisfaction. The local store failed to live up to this policy, and it was shown that many people had been offended, thus injuring the reputation of the National Cloak & Suit Company. This, in the opinion of the Court, constituted an injury which should be restrained by injunction.

Col. Hunter's Ads Crowd Churches

Col. William C. Hunter, well-known in advertising circles, and the present advertising manager of J. W. Jenkins' Sons Music Company, with headquarters in Kansas City, was selected to write the copy which appeared in the Kansas City *Star* on January 31, urging the public to attend church on the following day. A half-page was used on this occasion. About 250,000 people attended church the following day, establishing a new record for Kansas City. In closing the ad, Col. Hunter urged each reader to adopt a rule of three, whereby each would call the attention of three other people to the copy and ask each of the three to do likewise. In this way, an ever-widening circle was started, which resulted in a record-breaking attendance at the churches.

Carpenter-Scheerer Change Name

At the annual meeting of the Carpenter-Scheerer Special Agency in Chicago recently the name of this company was changed to Carpenter-Scheerer-Sullivan Agency.

J. Sullivan has been a member of the firm for some time as general manager, and makes New York his headquarters.

On February 5 the agency held a "family" reunion at which representatives of many of the publications making up the Carpenter-Scheerer list were present. One feature of the gathering was a banquet at the Advertising Building. J. M. Dunlap of the Dunlap-Ward Agency was the toastmaster.

Would Retailers' Trade-Marks Cure Price-Cutting?

Clowry C. Chapman, of New York, speaking before the Kansas City Ad Club, recently, asserted that the time was coming when every retailer of importance would have his own distinctive trade-mark, with which to supplement that of the manufacturer of the goods, thus putting two men of integrity back of each article. Mr. Chapman's talk was on "The Advertising Value of Trade-Marks." Mr. Chapman believed that the plan referred to would prove a solution of the price-cutting evil.

LUCE'S PRESS CLIPPING BUREAU

NEW YORK BOSTON
 66 PARK PLACE 88 DEVONSHIRE ST.
 ALLIED WITH OFFICES IN CHICAGO-MINNEAPOLIS
 DENVER-SAN FRANCISCO AND LONDON
 CABLE ADDRESS CLIPBURG
 CLIPPING FROM

PRINTERS' INK 2/5/14

Building Up "Live" Lists of Names

How Swift & Company Keep
 Tab on Buyers and Get Them
 Out, to "Yards"—Birth Notices
 Offer Fertile Market for Es-
 kay's Food—How Others Make
 Press Clippings Sell Goods.

By Cameron McPherson

A LOCALLY prominent mer-
 chant once found it necessary
 to make a list of people to pick
 up for his business.

He did not know or find out where
 the new mother is interested be-
 fore sending in the name.

The popularity of this plan of
 using press clippings to develop
 business is due to the opportunity
 it affords of approaching a per-
 son at the moment when he or
 she is open for suggestion. A
 New York life insurance solicitor
 has built up a tidy business just
 through watching the papers for
 changes or promotions among
 business men in town. When he
 gets a clipping telling of the pro-
 motion of a bank official, for in-
 stance, he knows that everyone on
 the bank's staff will very probably
 go a step up, and therefore be-
 comes a good life insurance pros-
 pect. Yawman & Erbe salesmen
 use clippings of removals, fires
 and similar items in their territory
 as leads for selling new office
 equipment. In the same way a
 Chicago glue manufacturer finds
 in clippings of new incorporations
 and plant extensions an opportu-
 nity for many sales.

As a field for intensive dealer
 co-operation lists of this character
 possess rare possibilities, and for
 those who sell direct they afford
 the material for a concentrated
 mailing list. From such a list
 the right kind of effort cannot
 help but produce business.

Mr. Benkhardt's Problem Solved

"The trouble is to find
 a press clipping bureau
 that gives complete serv-
 ice," says the writer of this
 article. And because of
 this difficulty, Mr. Benk-
 hardt, advertising man-
 ager of Eskay's Food,
 uses local clipping bu-
 reaus.

No need of that, Mr.
 Benkhardt. We can give
 you the complete service
 you wish by virtue of our
 affiliations with local bu-
 reaus in all important
 centers. Printers' Ink uses
 our service—ask them
 what they think about us.

Send for copy Luce's
 Newspaper Directory.

Luce's Press Clipping Bureau

62 Devonshire Street 88 Park Place
 BOSTON, MASS. NEW YORK

COUPON

Send me a copy of Luce's Newspaper Directory

Name _____

Address _____ City _____

The Little Schoolmaster's Classroom

A RESTAURANT in an Eastern city did something wonderful during the month of January. You couldn't possibly guess it. It ran a series of advertisements that consisted wholly of the bill of fare, with the name and location of the restaurant! The Schoolmaster can recall only one other restaurant that had the courage to do such a simple and effective thing as to abandon stunts and smart, smooth general talk about 'service,' etc., and tell what it had to eat. But when you come to think of it, a long list of such items as "half broiled chicken, with browned sweet potatoes, 50 cents" does tell something that a man who has to eat wants to know.

There is a Philadelphia restaurant that long ago adopted this simple style of talking about its "eats." It didn't advertise the entire bill of fare, but talked about the "specials" of the day in a most appetizing style. The Schoolmaster once dropped around to this restaurant to sample its goods and found the place so crowded that there wasn't a seat to be had.

* * *

"That's an awkward-looking picture," said Mrs. Schoolmaster, going uptown in the subway the other day. She was looking at one of the new Welch cards featuring the lady serving a thirsty group from a punch-bowl. "The girl has the ladle in her left hand," she explained. Her escort remarked that probably the artist's model was left-handed, but it didn't satisfy. It is astonishing how the gentler sex observes things sometimes.

* * *

And speaking of Welch's, the February issue of *Welch's Magazine* contains an article on the one-price plan recently adopted by the company, which deserves a few paragraphs of quotation. It was written by Edgar T. Welch, secretary and treasurer. He says:

"The manufacturer never 'gives'

a free deal or a discount on quantity. He first makes his list higher in order that he may 'give' something later, or, instead of reducing the price to all when conditions warrant, he extends the benefit of a reduction to a few dealers. Of course, a manufacturer may be willing to sell goods at cost or at less than a normal profit when he finds it impossible to sell them at regular prices. Merchants take their chances when buying such goods.

"The quantity discounts that applied on Welch's previous to December 1, 1913, were a development. They were not in force originally; when increased output effected savings for us we 'gave' discounts on quantity. But we came to realize that it was not the proper foundation on which to build a permanent business, and, when the grape crop conditions of last fall required a change in our selling terms, we decided that the one-price plan was the fair method—the only fair one—for meeting the situation.

"If a retailer in Atlanta, Ga., ought to get the same price on Welch's as a retailer in Cleveland, Ohio, why should not a retailer at Marietta, Ga., a small town perhaps twenty miles from Atlanta, get the same price as the Atlanta merchant?

"Suppose a retailer could secure the lowest price on fifty cases; what should we say to retailers using or willing to use one hundred cases? And there are still larger stores or combinations of stores that can use five hundred, one thousand or more cases. Why should we stop with fifty cases? If the quantity-price idea were carried to its logical conclusion, there would have to be a price to fit every quantity.

"Our records show that a very large part of Welch's sold is handled by dealers using five to ten cases a year, and that the aggregate used by the twenty-five and fifty-case buyer is small in com-

parison with the quantity purchased by other dealers.

"We know that the experience of other manufacturers confirms our experience, that many of the dealers who are looking for quantity and special deals strenuously object to the restrictions which the manufacturer necessarily places upon the deal—they want the quantity price, but object to the quantity—if it is a time offer, they think the manufacturer has no right to limit the time—if the quantity proposition is offered on condition that the goods be retailed by their own store only, they do not hesitate to buy more than they can use and then divide with the other fellow—in short, there are some dealers who will enter into any sort of a contract with the manufacturer if they think the manufacturer is bound to carry out his part and they are left free to do as they please.

"But we believe that the majority of dealers want to buy goods at a fair price, and want to be assured that no one is get-

Let the Weather Advertise You

You couldn't get wider circulation—a more intensive medium.

You couldn't find a more persistent selling influence than a *Taylor* thermometer carrying your advertisement.

Before you spend another cent for any kind of advertising let us show you how to use the weather.

Write today for samples and catalogue.

*Taylor Brothers
Company*

204 Ames Street, Rochester, N. Y.

Advertise Your Business With 4,000 Premiums

THE 4,000 articles of Premium Merchandise we carry, ranging from a penknife to a player piano, are *guaranteed* by us—the kind to satisfy your premium needs and meet every taste. New articles of Premium Merchandise are added constantly. Further, our financial responsibility and big purchasing power enables us to make wholesale prices that stand for exceptional values. The

Porter Premium Service

carries the stock for you, charging for premiums *only* when shipped. We are the largest organization of its kind in the country and assume all responsibility for promptly forwarding goods. We prepare all Catalogues and literature and act as your Premium Department in every detail.

You can satisfy yourself on the quality and variety of Premiums we stock by looking through any of the Catalogues we issue for hundreds of satisfied clients. May we send you, without obligation, some sample Catalogues of concerns in lines similar to your own?

The John Newton Porter Company
253 Broadway, New York, N. Y.

ting a better price. They would rather buy according to their actual needs. They have had experience in buying quantity lots on the glib salesman's pretty story

AD-TIP

No. 22

Looked at from any angle the Journal is a proposition that appeals to the wise advertiser. It has circulation, prestige, right rates; it co-operates with its advertisers; it is in a good field. We have plenty facts and figures to prove these contentions. It is the one paper that covers this zone.

Member A. N. P. A. Bureau of Advertising and Gilt Edge List.

Elizabeth Daily Journal
ELIZABETH, NEW JERSEY
Population 80,000

F. R. NORTHRUP, Special Representative
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 25 cents.

Actual average circulation 125,667

NEWS LEAGUE OF OHIO.

Dayton News

Daily and Sunday

Springfield News

Daily and Sunday

Read in 80 per cent of the homes of Dayton and Springfield.

Combination rate, 6 cents per line.

COUNTRY LIFE IN THE MIAMI VALLEY

Every Thursday. Read in 14,000 farm homes around Dayton and Springfield. Rate 2 cents per line.

To reach all prospects in this territory use News League publications.

HOME OFFICE, DAYTON, OHIO.

New York—LACOSTE & MAXWELL, Monolith Bldg.

Chicago—JOHN GLASS, Peoples Gas Bldg. Bldg.

A Great Help For Ad Writers

A new kind of **RULE-It**—made of extra heavy German Silver, 1 1/2 in. wide, 210 lines long, ruled both sides. Shows apert, pica and inches. Type gauge tells different sizes of type and number of words to square inch. Given handy type information. All Proof Reader's marks and explanations. Your name nicely engraved. \$1.50 Postpaid. Money back, if not satisfied. Order today.

S. WILLENS & CO.
"WE SET ADS"

542 S. Dearborn St., CHICAGO

Something Really New

of the 'demand that is going to be created.'

"Over two months have elapsed since we withdrew all quantity discounts and reduced list prices except in the far West. Naturally, we have met with opposition, but we long ago discovered that we could not please everybody. Results so far have exceeded our expectations, and we look to 1914 and the future with assurance. The principle is right."

* * *

Your Schoolmaster has received, by registered mail, a letter from a mail-order correspondence school in the following terms:

If I am able to offer you an immediate position at \$35 a week for a limited time after you have completed our course in the advertising business, will you enroll at once?

If so, answer the following questions, sign the enclosed application blank and send in your remittance of \$5 at once.

If we decide that you cannot "make good" or if you decide you do not care to accept the position offered you, we will return your \$5 to you at once.

YOURS VERY TRULY.

Have you a grammar school education?

How old are you?

Do you drink, if so how much?

Do you smoke?

Are you married?

Would you prefer to fill the position without making a change or would you care to leave your city?

Leaving out of consideration the compliment to the Schoolmaster's ability from a man who has never seen him, it is interesting to get a line on the qualifications for a \$35 job in the advertising business (for a limited time). And now behold what a great business advertising really is, when one can offer so magnificent a job (for a limited time) even in the little suburban burg where the Schoolmaster gets his mail.

An Advertising Fight against Smallpox

The health department of Kansas City, Kan., resorted to billboards recently in its fight against smallpox, of which there are about forty cases in the city. Hundreds of posters, illustrating the disease in its worst form, and urging vaccination as a preventive, were utilized. The city schools were also placarded. In Kansas City, Mo., street car cards were used for the same purpose, at the instance of the board of health on the Missouri side.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

BILLPOSTING

8¢ a Sheet Posts R.I.
LISTED, PROTECTED AND GUARANTEED SHOWING
ADDRESS: LAPHAM BUILDING, PROVIDENCE, R.I.
Standish-Barnes Co.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 151 Broadway, Brooklyn, N. Y.

FOR SALE

WHY NOT SAVE MONEY: Rebuilt addressing machines, various makes and models; envelope sealers; letter folding machines; Multigraphs; stamp affixers; signotype; Paragon paper cutter. A-1 condition. **OFFICE DEVICE CO.**, 716 Chestnut St., Philadelphia, Pa.

HELP WANTED

WANTED:—Experienced Mail Order Man, to develop the Mail Order Department in one of the largest Department Stores in the South. Population 175,000. Must have thorough knowledge of the Dry Goods Business, must send references. Splendid opportunity for one who understands the business. Address **M. O. D.**, Box AB-572, care of Printers' Ink.

ASSISTANT to Advertising Manager—Young fellow with a real think-tank—some Pep, Punch and Purpose. Must be good stenographer and of the sort that cleans up his desk before he goes home. \$15.00 to \$18.00. Call or write immediately. **LEE TIRE & RUBBER CO.**, Conshohocken, Pa. (a going, growing concern, offering a genuine opportunity).

Wanted: A Good Writer

A Philadelphia Service Agency with a reputation for doing quality work wants a copy and idea man who will add to their prestige.

The right man will have some ability to sketch and make lay-outs. He is now making good in a similar position or as an advertising manager. In any event he knows how to write result-bringing magazine, newspaper and booklet copy, while surrounding it with an atmosphere of tone. More than a job ultimately awaits this man.

Samples and confidential letters will be returned. Address Box AB-560, care of Printers' Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25¢ per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

PRINTERS' INK

POSITIONS WANTED

THOROUGHLY seasoned advertising man wants position in manufacturing firm or copy department of agency. Box AA-544, care of Printers' Ink.

YOUNG man, 28, thoroughly familiar with every detail of an advertising agency and newspaper office; electrotyping and engraving thoroughly understood; eight years' experience; unquestionable reference; moderate salary. Box AB-571, care of Printers' Ink.

ADVERTISING Solicitor—Ten years' experience and successful record as space salesman and manager; wide favorable acquaintance New York City and Eastern territory, including New England; also familiar with Western territory; keen, analytical, constructive worker; seeks engagement on well rated general or class publication. Opportunity rather than salary a consideration. Highest indorsements. Box AA-541, care of Printers' Ink.

Advertising Man

Well versed in all branches of agency work, from soliciting to space buying, and having broad experience as sales and advertising manager in commercial lines, desires to re-enter advertising work after one year in another line. Writes business building literature with a prize ring punch. Preference, copy department in small, strong agency, anywhere. Exceptional references. At liberty Feb. 15th. **MANAGER**, Box 93, Van Alstyne, Texas.

COPY WRITER, Manager or Assistant: 9 years' experience, newspaper work, department store and agency copy writing. Object in seeking new position—broader field and opportunity. Samples and credentials. Single, aged 28. Box AB-570, care of Printers' Ink.

A Specialist in Copy for the Medical Press

wants a position with an agency, or manufacturer, undertaking campaigns among medical men. 18 years' experience as detail man, salesman and producer of literature that has sold the goods. Box AB-573, care of Printers' Ink.

HAVE YOU A POSITION

for a live young newspaper man who is anxious to get into the advertising game? He has had a year's experience on a big daily as a reporter and writer; is well educated; a hustler when there is something worth hustling for, and can make good in your line. If you've got a proposition, this ad is meant for you. Box AA-554, care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

In order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York.

"Complete Files a Necessity"

HERBERT M. MORRIS

Advertising Agency
400 Chestnut St.
Philadelphia

Printers' Ink,
12 West 31st St.,
New York City.

February 14, 1914.

Gentlemen:—

You may enter our order for bound volumes of 1914 "Printers' Ink" at \$8.00, set of four, delivered.

There is such a scramble around here for the two copies that we receive that I find it hard to keep my files complete—and this, you know, is a necessity to anyone in the Agency business. Very truly yours,

HERBERT M. MORRIS.

PRINTERS' INK PUBLISHING CO.

12 West 31st Street, New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 21,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Jan. 1 to Dec. 31, 1913. Daily average circulation 6,410.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 89,261. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1914 (sworn) 19,336 daily, 2c; Sunday, 16,680, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1913. Daily, 8,666; Sunday, 8,638.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,691.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,991; Sunday, 10,449.

INDIANA

South Bend, *Tribune*. Sworn average Jan. 1914, 13,767. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,318; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average Dec. '13, 60,000; Sunday, 45,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1913, 9,331. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 38,066; Sunday, 46,161.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 63,901.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,808. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,837. Sunday *Telegram*, 18,002.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 86,888; daily, 76,733. For Jan., 1914, 78,888 daily; 89,320 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday 1912, 322,915.

Advertising Totals: 1912, 3,643,811 lines
Gain, 1911, 266,450 lines

1,726,631 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,957; 1912, 18,338; 1913, 19,478. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 81,321

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically obtained to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 108,260.

Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 108,763; Sunday *Tribune*, 189,183.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,483.

NEW JERSEY

Camden. *Daily Courier*. Daily average Oct. 1st, 1913, to Dec. 31, 1913, 11,010.

Camden. *Post-Telegram*. 11,292 daily average 1913. Camden's oldest daily.

Trenton. *Times*. Only evening and Sunday. '10, 19,238; '11, 20,116; '12—21,989.

NEW YORK

Buffalo. *Courier*, morn. Ave., 1912, Sunday, 29,692; daily, 24,486; *Enquirer*, evening, 27,182.

Buffalo. *Evening News*. Daily average, ten months, 1913, 103,318.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady. *Gazette*, daily. A. N. Lietz. Actual Average for 1912, 22,610. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem. *Daily Sentinel* (c) av. Dec., '13 4,699. *Semi-Weekly Sentinel*, av. Dec., '13, 7,371.

OHIO

Cleveland. *Plain Dealer*. Est. 1831. Actual average for 1913: Daily, 113,497; Sun., 144,064. For Jan., 1914, 110,073 daily; Sunday, 147,528.

PENNSYLVANIA

Erie. *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,535; 22,553 av., Jan., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223; the Sunday *Press*, 175,856.

Washington. *Reporter and Observer*, circulating average 1912, 13,060.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 18,136. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year, Covers field. Circulation for 1913, 4,718.

Pawtucket. *Evening Times*. Average circulation for 1913, 21,828—sworn.

Providence. *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©). Sunday, 30,494 (©). *The Evening Bulletin*, 47,502 sworn ave. net paid for 1913.

Westerly. *Daily Sun*, George H. Utter, pub. Circulation in Conn. and R. I. Cir., 1913, 8,630.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 8,599.

Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,529. March, 1913, average, daily, 20,480; Sunday, 20,130.

VIRGINIA

Danville. *The Bee* (eve.) Aver. Dec., 1913, 8,704. Jan., 1914, average, 8,790.

WASHINGTON

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,347.

Tacoma. *News*. Average for year 1912, 20,891.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Dec., 1913, daily 8,640; semi-weekly, 1,439.

Racine (Wis.) *Journal-News*. Daily average circ., Jan. 1st to Dec. 31st 1913, 8,932.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. 1913, 12,308. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,886.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Bureau*, and that's why *The Daily News* is Chicago's "want ad" directory.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Island Printer, Chicago (OO). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter.** Recognized organ of the cotton and woolen industries of America (OO).

Boston **Evening Transcript** (OO), established 1889. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (OO). Only French daily among 75,000 French population.

MINNESOTA

The **Minneapolis Journal** (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn **Eagle** (OO) is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (OO). Specimen copy mailed on request. 283 Broadway, N. Y.

New York **Herald** (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

New York **Tribune** (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence **Journal** (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial Appeal** (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over 68,000; Sunday, over 87,000; weekly, over 96,000.

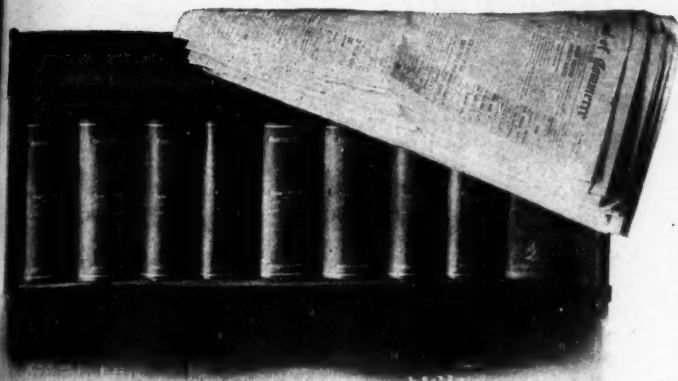
WISCONSIN

The **Milwaukee Evening Wisconsin** (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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"OF GREAT VALUE" —Federal Advertising Agency

Editor of PRINTERS' INK:

We keep a bound file of PRINTERS' INK because we consider it comprises a current advertising history of great value for continuous consultation.

This is especially true since your publication of various campaign stories, by the big men of business. These are very helpful to us all.

Please accept our appreciation of this good work and our hopes for its continuance.

Yours very truly,

FEDERAL ADVERTISING AGENCY

Robert Tinsman

President

Other readers of PRINTERS' INK who would get the greatest value from their copies, in the future as well as in the present, will find the answer in a bound file.

1914 set of 4 books—issued quarterly—\$8.00 postpaid.

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street - - - - - New York

How Much Money Chicago People Make

—the average income of the wage earners, salaried men and business men in each separate section of Chicago's widespread territory—would be a very valuable bit of information for you to have when planning an advertising campaign in Chicago or when sending salesmen to open up this territory.

It would also be worth a great deal to you to know on just what streets in Chicago, and where on those streets, your salesmen would find the dealers best suited for the advantageous handling of your product.

All this information, and much more of extremely vital interest, has been carefully secured and compiled by *The Chicago Tribune* and will be gladly furnished to any Manufacturer, Sales Manager, Advertising Manager or Advertising Agency who has the Chicago field under consideration.

THE CHICAGO TRIBUNE prints more advertising than any other newspaper in New York or Chicago.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Offices: 1216 Croisic Bldg., 220 Fifth Ave., New York City